



**BLANCO<sup>ONE</sup>**

**Teeth  
whitening  
gets  
for everyone**

**#IDS**

# BlancOne®: A New Milestone in tooth whitening

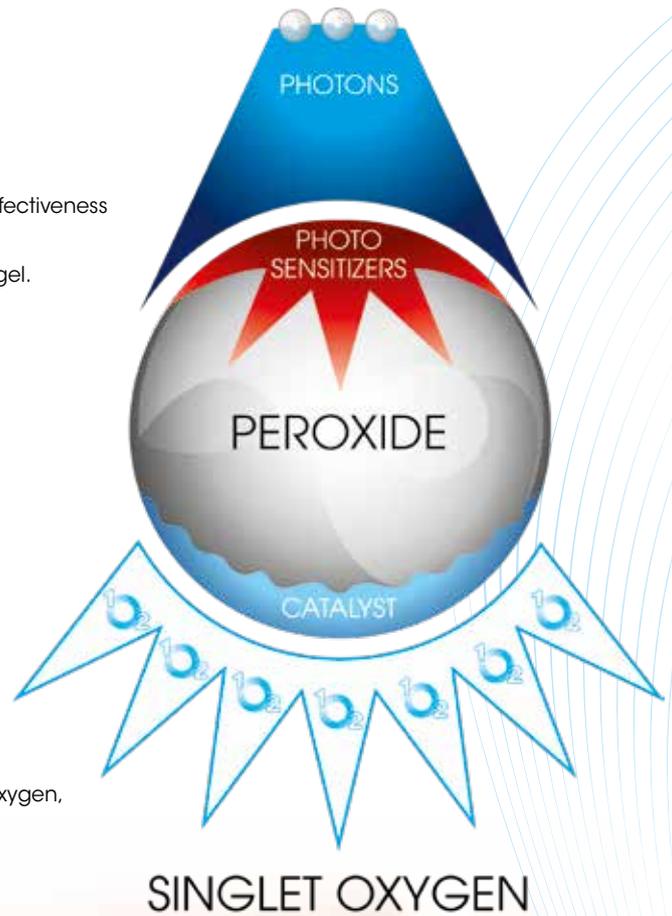
The BlancOne® treatments are the result of a **15-year research** leading to a **new approach** to tooth whitening, based on the development of **new photochemical technologies**.

It's a proven fact that the light emitted by whitening lamps does not increase effectiveness of the peroxides used during tooth whitening, it only slightly accelerates the reaction by means of the heat transferred to the gel.

**BlancOne®** photochemical gels, instead, include **two special components**, in addition to the peroxide, which can break it down in **such an effective way and at a speed which cannot be achieved by the chemical reactions of the traditional whitening systems**.

- **PHOTOSENSITIZERS**, special colouring agents which **use the photons** emitted by a lamp with specific wave lengths and **reach an "excited state"** transmitting a considerable amount of energy to the whole system.
- **CATALYSTS**, which synthesize this energy and **trigger a series of chain reactions** hyper accelerating the breaking down of the peroxides.

This **"explosive" energy mechanism** can develop, in a few minutes, **a different kind of oxygen: SINGLET OXYGEN**, an atomic form of non-radical oxygen, capable of performing **a much faster, deeper and safer oxidising action**, compared to the free radicals (ROS) produced by the traditional whitening systems.



# BlancOne® CLICK: the tooth whitening treatment which will completely change your practice

The innovative BlancOne® technology has allowed to develop BlancOne® CLICK, a revolutionary and unique tooth whitening treatment; it's fast and can be combined to the hygiene session.



## Effective at low concentrations

For the first time we have made in-office whitening effective even at low concentrations of hydrogen peroxide (<6%), in compliance with the European Directive 84/2011, the most advanced set of regulations for the safety of consumers.



## No gingival barriers

We developed the only in-office whitening treatments which do not need protection for the mucous membranes, removing the most difficult passage of the procedure which can be carried out by anybody in a simple and safe way.



## Effective in only 10 minutes

Thanks to BlancOne® photochemical technology, the breaking down of carbamide peroxide at 16%, which normally takes hours, is hyper accelerated in a few minutes.

The treatment is much faster and comfortable and can be combined to the dental hygiene session.



## No pain or sensitivity

Thanks to their very fast action, all the BlancOne® in-office treatments are not aggressive and do not dehydrate the enamel, they do not induce pain or sensitivity, in fact they are the only ones on the market without desensitizing and remineralising agents.



## Accessible and repeatable

With fast sessions and at a low cost, BlancOne® CLICK can be offered at a price accessible for all. Ideal for a first approach to whitening, it can be repeated regularly and it's a gateway to more intensive treatments.



# Whitening Treatments

## Portfolio

		Treatment type	Active principle	Standard protocol	Typical efficacy	Suggested frequency
<b>IN OFFICE</b>	Fast teeth whitening	 CLICK In office fast	Carbamide Peroxide 16% (HP 5,6%)	1 application of 10 minutes*	4/5 shades	4/6 times a year
	Intensive teeth whitening	 TOUCH In office cosmetic	Carbamide Peroxide 16% (HP 5,6%)	3 applications of 8 minutes each*	6/7 shades	1/2 times a year
		 ULTRA+ In office medical	Hydrogen Peroxide 35%	3/4 applications of 8 minutes each*	up to 10 shades	Once every 1/2 years
<b>TAKE HOME</b>		 HOME DAY At home during the day	Carbamide Peroxide 16% (HP 5,6%)	2-3 hours a day for 1/2 weeks	1 week 4/5 shades	1 week 2/4 times a year
		 HOME NIGHT At home during the night	Carbamide Peroxide 10% (HP 3,5%)	Overnight for 1/2 weeks	2 weeks 6/7 shades	2 weeks 1/2 times a year
	Maintenance	 RITUALS R 3 months maintenance program	STICK pen Carbamide Peroxide 16% (HP 5,6%)	Daily use	1/2 shades	2/4 times a year

\* light activation with Arcus bleaching lamp

\*\* 2 starting weeks the first month + 1 week per month afterward

# BLANCONE®

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 [blancone\\_ids](#)

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# It all starts with a **CLICK**

With a typical **improvement of 4-5 shades of white\***,  
a cost for the patient amounting to **a few dozen euros**  
and a comfortable **session only a few minutes long**,  
BlancOne® CLICK is a **new concept treatment**,  
**an IDEAL starting point** conceived to allow everybody  
to try the experience of an immediately whiter and brighter smile

- ✓ **IDEAL to approach whitening**
- ✓ **IDEAL for those who have a limited budget**
- ✓ **IDEAL finalisation of each hygiene session**
- ✓ **IDEAL for the promotional marketing of the office**

With more than 100,000 treatments performed in the last year in Italy only,  
and a patient's satisfaction index of 4.5 on a total of 5,  
BlancOne® CLICK has already become  
the **n.1 choice of dentists and patients!**

\* Shades assessed thanks to the Vita Classic Shade Guide adjusted for whitening.  
Data collected on 10,956.00 cases recorded thanks to BlancOne PRO app.



Now,  
for the first time,  
you can offer  
**the joy of a new smile,**  
whiter and brighter  
**after each dental hygiene  
session.**

Discover the programme

**BLANCONE**  
**Clean & White**  
Dental Hygiene & Teeth Whitening



[www.blancone.eu/pro/cleanandwhite](http://www.blancone.eu/pro/cleanandwhite)

# How to achieve the best results for your patients' smile

After having surprised your patients with BlancOne® CLICK you can show them how to obtain even more surprising and lasting results.

According to their preference, compliance and budget you will be able to offer them 4 different strategies:

CLICK

## Repeating

CLICK treatment every 3-6 months

**BlancOne® CLICK** is a **very delicate treatment**, which **anybody can afford** and can therefore **be repeated often**. The ideal addition to each hygiene session.



TOUCH

## Enhancing

the result thanks to the intensive treatment TOUCH

**BlancOne® TOUCH** is the **intensive version of CLICK** based on 3-4 applications in each session. **A delicate and effective whitening treatment** which can result in a **deeper and more lasting shade of white**.



HOME

## Combining

to the home treatment HOME

combining the **rapidity of CLICK** to **further improvements and stability** with our **home treatment with trays**. HOME is available in **two versions DAY (2 hours) and NIGHT (overnight)**.



RITUALS

## Maintaining

with the RITUALS line

BlancOne® RITUALS line of products includes a series of products dedicated to the **beauty and daily health of your smile** and it can be **combined to any in-office treatment in order to maintain its results**.

Our Rituals products include:

- DUETTO ACTIVE and DUETTO CARE gel toothpaste
- The whitening pen BlancOne® STICK
- Our whitening toothbrush BlancOne BRUSH
- BlancOne® LIPS, lip balms

These products are available both individually and within the **Rituals box, for a 3 month maintenance programme**.



ULTRA+

## ULTRA+

Medical teeth bleaching

**For difficult cases and demanding patients**, the BlancOne® range includes ULTRA+, a **medical treatment with photochemical activation, 35% hydrogen peroxide**.

Suitable for important **discolorations**, such as tetracycline stains and nonvital teeth, ULTRA+ requires the use of gingival barriers and allows up to 4 short cycles in the same session to reach truly surprising results without sensitivity.



BlancOne® ULTRA+ is a medical treatment (EU Directive 93/42). Its use might be limited by local regulations in some EU countries.

IN THE PRACTICE

AT HOME

# Photo activating lamp

## BlancOne® ARCUS

The BlancOne® technological innovation is made possible also thanks to the exclusive BlancOne® ARCUS lamp which offers several advantages:

- The **BlancOne® treatments have been conceived for** a top performance with **BlancOne® Arcus** lamp.
- 10 powerful 5 watt led lights guarantee **top effectiveness and the fast times indicated** by BlancOne® protocols.
- The broad arch and the location of the led up to its edges guarantee the **complete activation of the gel on the whole dental arch**, sides included.

BlancOne® ARCUS is available in two versions: mobile on casters or to be fixed on dental units.



## BlancOne® PRO App: a powerful tool Improving the professional approach to each treatment

- In a simple and fast way, you will be able to **record each patient\*\*** and the habits which might reduce the effectiveness of the treatment.
- **You will be able to show, in a simple and fast way,** how much their **shade of white** can be improved.
- By taking pictures before and after the treatments, **you will be able to immediately show the result of the treatment performed.**
- At the end of the treatment, **the app will suggest when to schedule a check-up visit.**
- **The app will remind your patients,** by means of an automatic e-mail, **when to return for a check-up of their smile.**
- **Each patient will have an online dedicated area** complete with data and pictures of the treatments.



The app is free of charge and your office will gain value thanks to each BlancOne® treatment, in fact, each time you perform a treatment, by scanning with the App the code found in each BlancOne® kit you:

- Earn **credits to receive promotional materials for your office free of charge**
- Increase the **visibility of your office** on the public site [blancone.eu](http://blancone.eu)
- **Gain your patients' loyalty** increasing the number of treatments



\*\* All data collected through the BlancOne PRO App are processed according to the GDPR European Regulations concerning protection of personal data.

# Become a BlancOne® Centre

## the excellence in tooth whitening

For patients, BlancOne® does not only mean innovative and safe treatments, but also a guarantee that these are performed in an **authorised centre**, as established by the European Directive concerning tooth whitening. The BlancOne® Centres are dental offices specialised in whitening treatments and equipped with the most **innovative treatments and tools** to guarantee a **fulfilling experience to each patient**.

In addition to the BlancOne® PRO app, the BlancOne Centres have several advantages:

- **Marketing tools** to help you promote the whitening treatments.
- **A dedicated area** with tools which can help you develop your Centre.
- **Promotions dedicated to your patients**, White for Life loyalty programmes and Open Day initiatives.
- **Social channels and a web site** you can connect to, to receive many new patients.
- **A BlancOne Authorised Centres Map** to allow your new patients to find you.

As an Authorised BlancOne Centre you will have access to the most suitable communication tools which will **help you promoting the whitening treatments**. You can receive all marketing and merchandising materials free of charge thanks to the credits obtained by using the BlancOne PRO App.



## New patients

### Are looking for you...

Becoming a BlancOne® Centre is easy and free. You can register now in the professional online area or download the BlancOne® PRO App.

