

# BlancOne® reinvents teeth whitening

BlancOne's history started in 2010 with a new technology (Klox Technologies-Canada), the result of a decade's research with the aim of developing a new approach to the treatment of skin diseases, the regeneration of hard and soft tissues and the rejuvenation of the skin, but that, until that time had only produced one spin-off: tooth whitening. And thus BlancOne was born: a small thing for medical science but a great innovation for dental aesthetics.

For the first time, BlancOne succeeded in breaking with the concept that the efficacy of a whitening treatment is related to high percentages of peroxide and prolonged exposure times, the very parameters that cause the dentin hypersensitivity that is characteristic of conventional tooth whitening solutions. BlancOne uses real photodynamic technology that instead of exploiting the heat of a lamp, is based on photon energy combined with special photoactivators that, "at the speed of light" split peroxide into highly-reactive atomic oxygen. This hyperaccelerated activation means that the treatment takes just a few minutes, without raising the temperature on the tooth or dehydrating the enamel. The result is stable and does not cause dentin hypersensitivity; in actual fact, BlancOne treatments are the only whitening products on the market that are free from desensitising and remineralising agents.

After years of experience in the medical whitening sector, BlancOne succeeded in creating its first cosmetic line dedicated to chairside use, containing 16% carbamide peroxide, without requiring gum protection nor including desensitising agents and in compliance with Directive 2011/84/EU.

The cosmetic line features BlancOne TOUCH, a complete 20-minute chairside treatment including BlancOne STICK (home maintenance pen) and BlancOne CLICK, a quick 10-minute treatment to be performed at each hygiene session. Fast, effective and with a cost of under 10 euros, BlancOne CLICK is a truly innovative solution: the ideal complement to hygiene treatments, an entry level whitening product that suits all pockets and promotes a complete treatment, TOUCH (CP 16% - 20 minutes) or ULTRA (HP 29% - 12 minutes), a powerful marketing tool for acquiring new clients and loyalising existing ones.

With tens of thousands of treatments performed in just a few months and an extremely high patient satisfaction rating (4.5

out of 5), BlancOne CLICK is already a best-seller in Italy and has created a new whitening market segment. Despite the fact that the European Directive has put the whitening market in the hands of dental practices, they have only partly exploited this great opportunity. With this in mind, BlancOne is developing a network of dental centres specialising in whitening treatments - BlancOne centres - that in just a few months have involved more than one thousand dental practices in Italy. These centres provide novel whitening treatments able to offer individualised solutions and can make use of effective marketing instruments and a powerful digital support platform, most notably including the BlancOne PRO app.

BlancOne PRO is an application that has been specifically developed to promote the level of the practice and the value of the whitening treatment by making it possible to profile patients, record their shade, photograph their smiles before and after the treatment and devise an individualised maintenance programme based on patients' lifestyles (smoker, tea/coffee drinker). BlancOne PRO allows the practitioner to communicate with the patient before, during and after treatment, thereby creating a more engaging and gratifying whitening experience.

IDS Spa Savona – Italy  
www.blancone.eu



# BLANCONE

We have reinvented teeth whitening for you!

Immediately after your hygiene session!  
Without gum protection!  
In just 10 minutes!



from  
**9,90 €**  
per treatment



**Attract new clients**

**Fast whitening**  
After each dental hygiene session  
BlancOne CLICK (CP 16%) - 10'



**Multiply your revenue**

Complete in office whitening treatment  
BlancOne TOUCH (CP 16%) - 20'  
BlancOne ULTRA (HP 29%) - 12'



App BlancOne PRO



**Loyalise your patients**

Treatment management  
Patient communication  
Individualised maintenance

Visit us at



Hall 3 stand G04  
(Infodent)



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