

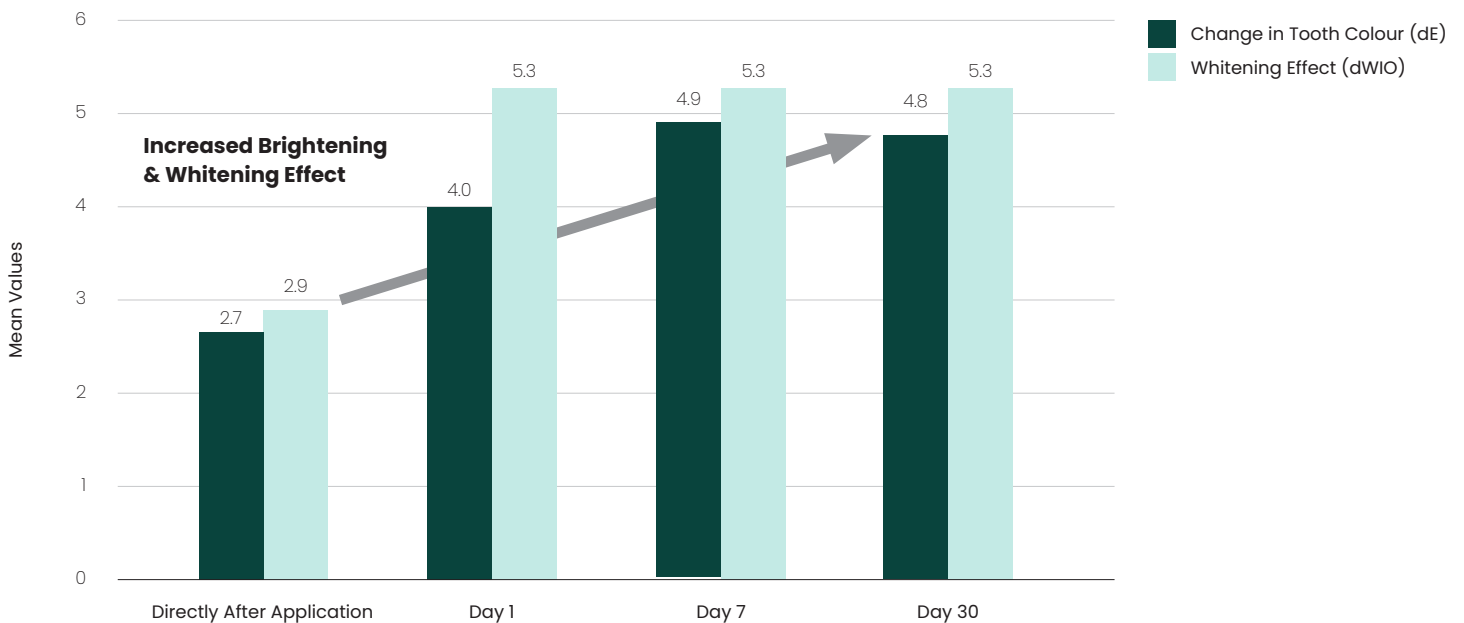


The New White Enamel serum leads to significant brightening and whitening of teeth

RESULTS

The New White Enamel serum showed significant and visible whitening effect after one application, increasing throughout the first week of home application and remaining stable for 30 days.

L*a*b Measurement Differences (Vita Easshade) Relative to Baseline



Subject's Questionnaire



STUDY ESSENTIALS




How can you use these results in your practice?

You can use the New White Enamel serum as an agent for tooth brightening and a gentle, natural whitening, without any sensitivity or gingival irritation. Alternatively, it can be used as a post-peroxide-bleaching booster/enhancer to provide a natural-looking finish to the bleached teeth. For patients in whom peroxide-based bleaching is contraindicated, the New White Enamel serum provides a safe and effective option for enhancing dental esthetics.


STUDY INFORMATION

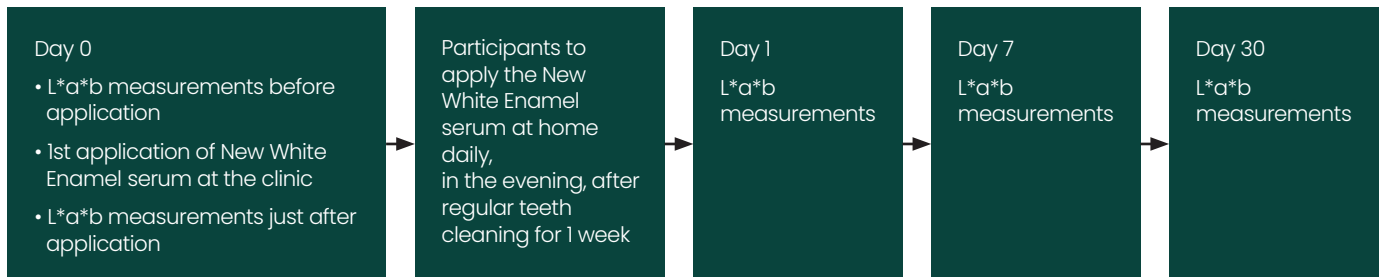
Title: Hydroxyapatite and Self-Assembling Peptide Matrix for Non-Oxidizing Tooth Whitening*


 **Products Tested:** New White Enamel serum (Self-Assembling Peptide Matrix and Hydroxyapatite)

 **Scope & Methodology:** The objective of the clinical study was to evaluate the tooth whitening efficacy and safety of the novel New White Enamel serum. For each subject, six teeth, the maxillary incisors and canines were measured throughout the study and assessed relative to baseline for tooth color L*a*b measurements (Vita Easyshade) and Vita Bleachedguide 3D-Master (Vita, Bad Säckingen, Germany) and via a subject questionnaire.

 **Study Participants:** 40 subjects recruited from a daily general dental practice.

 **Procedure:**



 **Conclusion:** The combination of Self-Assembling Peptide Matrix and hydroxyapatite (HA) particles) in the New White Enamel serum caused optical whitening based on diffuse reflection by the HA particles on the tooth surface. The results verified that the New White Enamel serum remained on the tooth surface and acted as a temporary adhesive to attach the white, light-scattering HA particles to the tooth surface. The whitening effect and its magnitude was observed both in vitro and in vivo.

Reference

*Bommer C., Flessa H.-P., Xu X., Kunzelmann K.-H., J Clin Dent. 2018 Jun;29(2):57-63.