



How to choose the **BEST TOOTH WHITENING PRODUCT FOR YOUR PRACTICE**

Countless whitening treatments have saturated the market, making it difficult for dentists to choose the best product for their practice and patients.

WHILE OTHER COMPANIES SCRAMBLE TO ENTER THE SPACE, Pola, developed by SDI, has remained a preeminent whitening company for more than a decade.

“Pola is a longstanding, successful brand that has been built on a hard-earned and well proven reputation of efficacy and support for the dental community,” says Leo Pranita, Vice

President, Sales and Marketing, SDI North America. “Very few companies can make that statement.”

As a preeminent whitening company, Pola offers outstanding marketing collateral, as well as the highest level of service and support thanks to the expertise of an established sales staff.

“In terms of marketing assistance and technical support, SDI provides

exceptional in-office materials as well as expert training designed to fully equip and sustain the success and profitability of any dental office embracing whitening in their practice. With Pola from SDI, doctors can be assured that they are partnering with a brand and a company that has withstood the test of time; this unparalleled level of support frees the doctor to focus on their patients without worrying about the quality of their whitening product and results,” says Pranita.

With in-office treatments taking less than 30 minutes, Pola is one of the fastest whitening products on the market,

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▲ Pola Office+ 3 Patient Kit

meaning less chair time, greater patient comfort, and higher profitability for the office. Since Pola offers the same whitening results without a light, dentists save time, cost, and effort during each treatment.

Pola also improves patient experience: In addition to the short treatment time, the product's proprietary formulation allows for lack of sensitivity. A positive whitening experience yielding excellent results can prompt patients to further invest in their smiles. Patients that maintain a whiter smile are more likely to have additional cosmetic dental procedures; thus, having a successful whitening program can increase the overall revenue of the practice.

In addition to more routine cases, Pola's experience and expertise allows doctors to take on more challenging cases while having complete confidence in the results. With Pola's take home concentration options, doctors can easily customize a whitening treatment plan to best address various levels of staining.

IN-OFFICE TREATMENTS

Pola Office+

Pola Office+ is the world's fastest in-office tooth whitening system. The total treatment time is less than 30 minutes, reducing patient discomfort and sensitivity.

The product's 37.5 percent hydrogen peroxide formula gives quick, effective results with minimal chairtime and no bleaching light.

No mixing is required, which also saves time. The dual-barrel syringe system mixes as you apply the gel directly to the tooth, ensuring a consistent blend of freshly activated gel. The fine applicator tip allows easy application, especially in tight spots. Since the material is only mixed as needed, any remaining material can be recapped and saved to use on that patient at a later date or the material can be used to start a second patient.

A thin layer of gel is all you need; the gel's sticky formula adheres firmly to tooth surfaces to maximize the bleaching effect. Pola Office + is placed in 8 minute sessions instead of the typical 15-20 minute applications.

The neutral pH bleaching of Pola Office+ ensures maximum comfort during and after treatment, while the flexible gingival barrier allows for a quick, clean removal.

While a light isn't necessary, you can use a bleaching light or a standard

SDI's dispenser is available in the most popular concentrations: Poladay 7.5 percent and 9.5 percent hydrogen peroxide, Pola Day CP 35 percent carbamide peroxide and Polanight 16 percent and 22% carbamide peroxide."

heat-emitting curing light to accelerate the bleaching process. SDI does offer a bleaching light option with the Radii Plus LED Curing light and its bleach arch attachment. It's a curing light 95% of the time that can be transformed into a bleach light with its small attachment and collapsible stand, the bleaching components of this light can be easily stored in a cabinet. No large bleach light "coat racks" taking up space in the office.

Pola Office+ features a built-in desensitizer to reduce post-operative sensitivity. Potassium nitrate, a key pain-reducing ingredient, penetrates the nerve endings by blocking transmission of sensitive nerve impulses for a calming effect.

To help build your business, Pola provides a range of free marketing materials to promote in-office and at-home whitening treatments.

- ▶ Posters
- ▶ Patient handouts and stands
- ▶ Ceiling tiles
- ▶ Pola before-and-after stand
- ▶ Window stickers
- ▶ Pola Office professional demonstration DVD
- ▶ Appointment cards
- ▶ Pola Office waiting room demonstration DVD

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▲ Poladay Take Home Dispenser Kit
(50 Individually Wrapped syringes)



▲ Polanight Take Home 10 Syringe Kit

AT-HOME TREATMENTS

SDI offers a trio of at-home whitening systems to suit a variety of patients, depending on their desired results. Starting at 15 minutes once a day and virtually no sensitivity, Pola's take home

range of products make for an excellent practice builder.

The products can serve as starter kits for patients interested in a brighter smile -- which can lead to in-office treatments -- or as a touchup following whitening procedures.

Poladay and Polanight are available in single-syringe refills, four-syringe kits, 10-syringe kits, 36 syringe kits and 50-syringe kits."

Each of Pola's products is designed to minimize treatment time and sensitivity while offering immediate results patients can see.

Poladay and Polanight

Poladay and Polanight, SDI's popular take-home tooth whitening system, comes in a sleek, stylish dispenser box that can be displayed on your counter to spark a conversation about tooth whitening.

Poladay and Polanight, which contain spearmint-flavored, crystal-clear gels, contain soothers, conditioners and water to reduce sensitivity.

The products' neutral pH ensures the full power of the peroxide is released without jeopardizing patient comfort. The unique blend of soothers and conditioners minimizes plaque formation, and aids in calcium absorption to further reduce sensitivity and ion loss from the enamel.

High water content reduces dehydration of the enamel and decreases patient sensitivity, while the addition of fluoride enables remineralization of the tooth surface to further prevent sensitivity during and after bleaching.

Additionally, a desensitizing agent calms nerve endings at the pulp-dentin border.

The high-viscosity gel easily fits -- and stays -- in trays, while the high-molecular weight thickener reduces the "tacky" feeling.

HOW TO USE POLA OFFICE+ IN 11 SIMPLE STEPS:

1. Record pre-operative shade.
2. Clean teeth with flour-based pumice.
3. Place cheek retractor and cover exposed lip with petroleum gel.
Note: If you purchase Pola Office + with the Optragate retractors it is not recommended to use the petroleum gel on the lips.
4. Dry teeth and apply gingival barrier; light cure in fanning motion.
5. Firmly attach a mixing tip to Pola Office+ syringe away from patient; dispense small amount of gel onto mixing pad to ensure adequate mixing. Be sure to not pull back on the syringe at any point.
6. Directly apply a thin layer of gel to all teeth undergoing treatment.
7. Leave gel on teeth surfaces for 8 minutes (optional curing light can be used according to manufacturer's instructions)
8. Suction off using a surgical aspirator tip.
9. Complete steps 6 through 8 three times (4 times, optional).
10. After the last application, suction off all gel, then wash with water and apply suction.
11. Remove gingival barrier.

TAKE YOUR PICK

Patients have a large choice of Pola at-home products to choose from that vary in concentrations and treatment times.

Poladay

3% hydrogen peroxide: Use two to three times a day for 30 minutes or once a day for 60 minutes.

7.5% hydrogen peroxide: Use one to two times a day for 30 minutes or once a day for 45 minutes.

9.5% hydrogen peroxide: Use twice a day for 15 minutes or once a day for 30 minutes.

Pola Day CP

35% carbamide peroxide: Use once a day for 15 minutes.

Polanight

10% carbamide peroxide: Use two hours or overnight.

16% carbamide peroxide: Use 90 minutes or overnight.

22% carbamide peroxide: Use 45 minutes once daily.



▲ Pola Take Home 4 syringe Mini Kit

Pola Paint

Pola Paint offers patients a convenient and cost-effective foray into teeth whitening, while providing dentists with an excellent marketing tool that could lead to further treatments.

The on-the-go treatments fit in a purse or pocket (no trays required), plus the fast-drying gel can be applied in seconds and is practically invisible.

Pola Paint, which contains 8 percent carbamide peroxide, is stronger than over-the-counter products for faster results.

The mint-flavored paint can also be used to maintain a bright smile following whitening treatments; plus, the fluoride-releasing gel reduces sensitivity.

Pola Day CP

Patients requesting whiter teeth want to see immediate results before leaving your office. Give them a “jumpstart” with Pola Day CP that shows just how effective at-home tooth whitening can treatments can be.

Apply the product and patients can undergo the 30-minute treatment while in the waiting room. Most patients will see their teeth change three or four shades before they go home.

At home, Pola Day CP offers results from 15-minute treatments, once or twice a day.



▲ Individually Wrapped 3 gram Syringe from Dispenser Kit

Avoid sensitivity with Soothe:

The sustained-release gel contains 6 percent potassium nitrate and 0.1 percent fluoride gel to relieve tooth sensitivity caused by chemical and thermal changes.

Unlike other desensitizers, Soothe won't interfere with the whitening process.

As sensitivity can occur during or after tooth whitening, Soothe can be applied before or after a whitening treatment.



▲ Soothe 4-syringe Mini Kit