

ASK YOUR DENTIST ABOUT



**BOUTIQUE**  
WHITENING

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DISCOVER A WHITER, BRIGHTER SMILE



**BOUTIQUE**  
WHITENING





## WHAT DOES YOUR SMILE SAY ABOUT YOU?

It says more about you than the car you drive, the clothes you wear, or the hairstyle you choose. Unlike your favourite suit or dress, you wear your smile every day, and it never goes out of fashion.

### Talk to us about Boutique Whitening.

We have a range of gels to suit every lifestyle. Boutique by Day needs only 90 minutes daily wear, and Boutique by Night whitens as you sleep.

To complement our amazing whitening, use Boutique Biomin toothpaste - clinically proven to relieve sensitivity and prolong the effects of whitening.

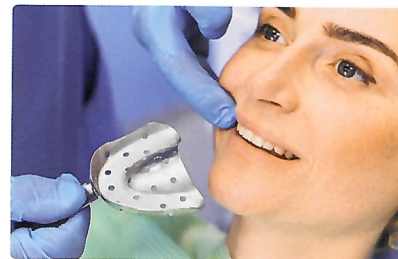
Our whitening trays are manufactured by the most experienced plastics laboratory in the UK so quality comes as standard.

In 7 short years, Boutique has gone from humble start-up, to an international, multi-award-winning business spanning 4 continents, thousands of dentists and millions of customers.

Rest assured, your smile is in safe hands.

## THE WHITENING PROCESS

Boutique Whitening is a professional product, and by law, there is a process to follow, to ensure both your safety and to get maximum results.



Clinical examination of your teeth and gums, restore cavities and take impressions (moulds) for your bespoke whitening trays.



Impressions are sent to our laboratory where qualified dental technicians make whitening trays to fit your mouth very precisely.



Your trays take 2 weeks to manufacture. In this time, use Biomin Toothpaste to reduce sensitivity and enhance the whitening effect.



Collect your trays from the dentist and use them as directed. In two to three weeks you can unveil your beautiful new smile.



## HOW TO CHOOSE WHICH GEL

### Our whitening products are better by design

Our formula was the result of a collaboration between UK dentists and master chemists from Canada. All our products are produced in small batches and subject to meticulous laboratory testing to ensure the very best quality.

Your dentist will ask you some questions about your lifestyle and preferences, before recommending which range of products is ideal for you. All our gels have a double-action whitening effect - the peroxide removes surface stains whilst oxygen ions penetrate deep within the tooth to whiten from the inside out.



#### **BOUTIQUE BY DAY** 6% HYDROGEN PEROXIDE 90 minutes wear time per day

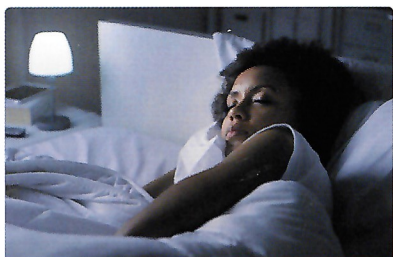
Our fast-acting, 6% hydrogen peroxide is designed for people that want maximum results with minimum wear time. This will give you a whiter, brighter smile with just 90 minutes of daily use.



#### **BOUTIQUE BY NIGHT** 10% CARBAMIDE PEROXIDE

##### Overnight wear

Let the magic happen while you sleep. Our 10% carbamide is for those with sensitive teeth. It takes a little longer to work than the 16% carbamide, but either way, you'll wake up smiling.



#### **BOUTIQUE BY NIGHT** 16% CARBAMIDE PEROXIDE

##### Overnight wear.

This is a powerful overnight formula and our most popular product. The 16% carbamide gel is tough on stains, but gentle on teeth. You will see results within a few days.



#### **BOUTIQUE HYBRID PRO** 4.25% HYDROGEN AND CARBAMIDE PEROXIDE

##### 3 hours wear but better overnight.

A dual-action gel - the best of both worlds and unique to Boutique Whitening. The hydrogen starts to whiten immediately and is compounded by the slow release carbamide, to give a gentle action but powerful results

## BOUTIQUE BIOMIN TOOTHPASTE

The patented BioMin toothpaste from Boutique is a revolutionary concept.

It contains a bio-engineered glass matrix filled with mineral ions - Bioglass!

Bioglass bonds to the teeth, then slowly dissolves over 12 hours after brushing to release minerals which strengthen the enamel.

#### THE BENEFITS OF BIOMIN TOOTHPASTE

- Halt the effects of early tooth decay.
- Decrease Sensitivity.
- Prolong the effects of tooth whitening.
- Makes teeth 10 x more resistant to acid attack.

#### HOW TO USE BIOMIN

- Use morning and night for 2 weeks, prior to, and throughout, the teeth whitening process.
- BioMin can be used in place of your normal toothpaste going forward.



## SEE THE RESULTS



Before Boutique Whitening



After Boutique Whitening



Before Boutique Whitening



After Boutique Whitening



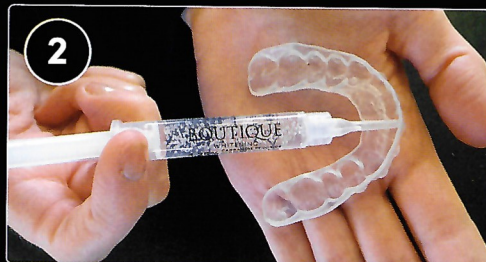
## HOW TO USE YOUR KIT AND TRAYS

- When not in use, keep your kit in the fridge, or in a cool, dark cupboard.
- Keep the syringes in the box, as exposing them to light will activate the gel.
- Do not expose the syringes to heat and light except when placing the gel in the trays

### INSTRUCTIONS FOR USE



Brush and floss your teeth.



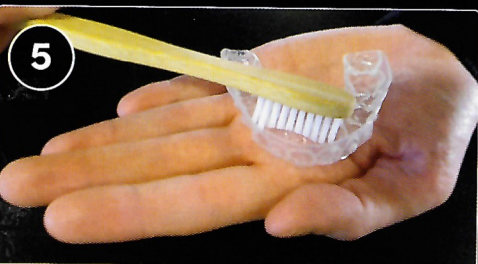
If using Boutique trays, fill the dosing dots fully with gel.



Fully dry your teeth. Place trays firmly in place. Gently prod each dosing dot to disperse gel.



Remove any excess gel with a tissue or a soft dry brush.



After use clean your whitening trays with cool water and soft toothbrush.

### WEAR TIMES



6% Hydrogen Peroxide: 1.5 hours per day.  
Boutique Hybrid Pro: 4 hours per day.  
10% and 16% Carbamide Peroxide: Overnight.

## POSSIBLE ISSUES & SIDE EFFECTS

Tooth whitening is a very safe procedure when performed correctly. However, there are some potential side effects that can occur. There are some steps you can take to circumvent these issues and help you receive a fantastic result.



### PROTOCOL FOR EXTREME SENSITIVITY

The most common side effect of any whitening procedure is sensitivity. This problem affects up to 75% of people - from slight discomfort, to very painful. To try and mitigate this, we do the following:

- 1 Have a full dental examination prior to whitening with photographs.
- 2 Have fillings to cover any exposed root surfaces and areas of obvious sensitivity.
- 3 Your dentist may use a desensitising agent on any areas of sensitivity.
- 4 Use Sensodyne toothpaste in your whitening trays overnight, for 3 nights prior to whitening.
- 5 Use Boutique Biomin Toothpaste for 2 weeks prior to, and throughout, the whitening process
- 6 Speak to your dentist about using a milder whitening gel if sensitivity persists
- 7 If sensitivity does not resolve, whiten on alternate days, and use the Sensodyne in the trays overnight on days in between.

### GUM IRRITATION

Another potential side effect of whitening is gum irritation. This occurs when the gel has been in prolonged contact with the gums. This can be avoided by only filling the dosing dots on the tray and no more, to avoid excess gel seeping out of the tray and causing gum irritation.

### DISAPPOINTING RESULTS

Tooth whitening is not an exact science, and one pack of whitening does not always equal the perfect result. Be aware that it may take more! We know from evidence that peroxide will whiten the teeth in almost all cases. If the teeth do not whiten, the answer is to extend the amount of time that you whiten for. This approach will rarely fail. If you grind your teeth at night, then using an overnight system will usually give poor results. As you clench and grind your teeth, the whitening trays will flex causing saliva to wash away the gels. If this is the case, then Boutique by Day is a better option for you.

