

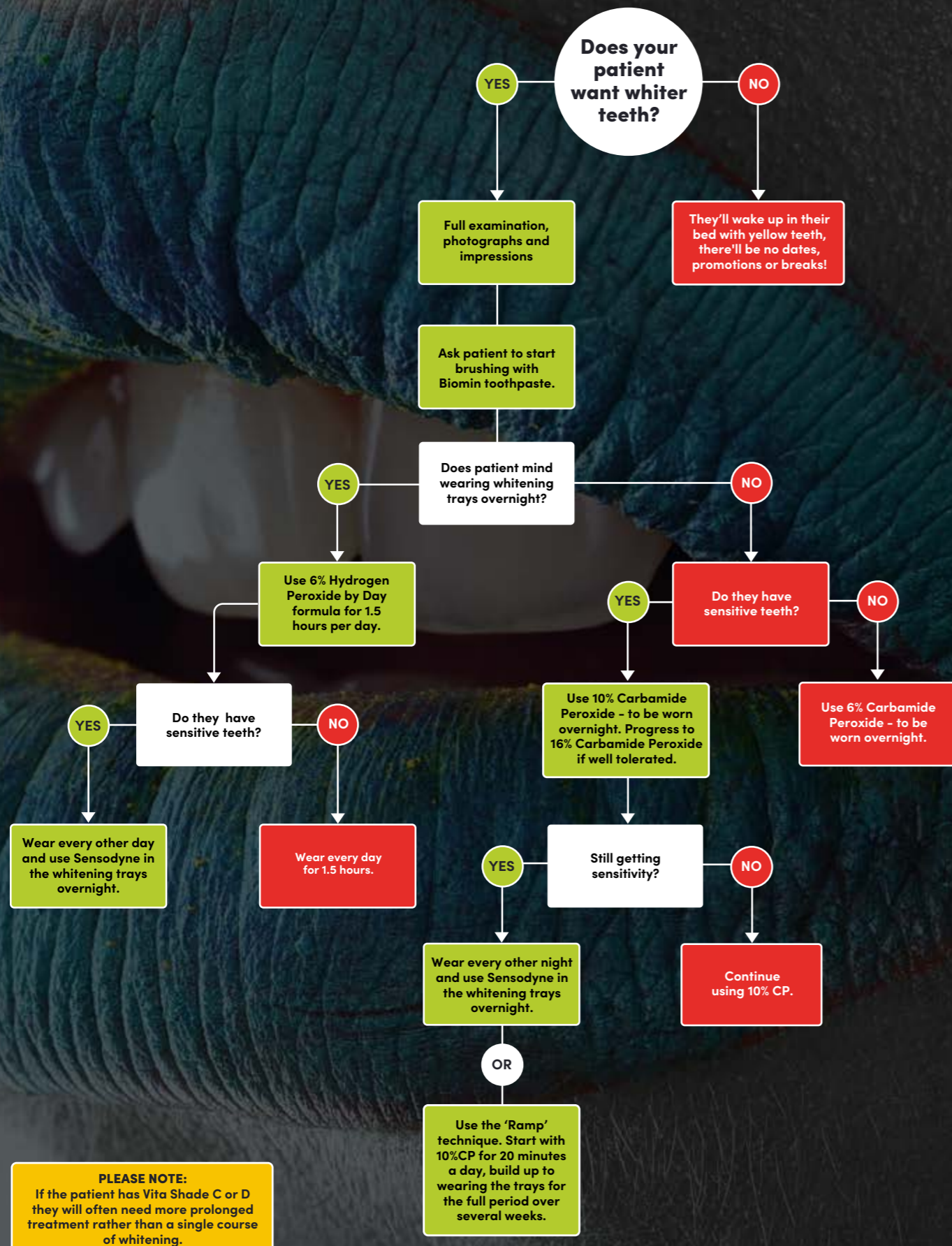


A GUIDE TO BOUTIQUE WHITENING



BOUTIQUE  
WHITENING

# HOW TO CHOOSE WHICH GEL TO USE



# OUR PRODUCT RANGE



**BOUTIQUE BY DAY 6% HYDROGEN PEROXIDE**  
 Boutique by Day - 1.5 hours wear time per day  
 Boutique by Day is designed to give maximum results with minimum wear time of only 1.5 hours per day. This is perfect for those that can't wear the trays overnight.



**BOUTIQUE BY NIGHT 10% CARBAMIDE PEROXIDE**  
 Boutique by Night - 4-6 hours wear time  
 Boutique by Night 10% is a mild formula designed for overnight wear. This gel offers fantastic results and low incidence of sensitivity.



**BOUTIQUE BY NIGHT 16% CARBAMIDE PEROXIDE**  
 Boutique by Night - 4 to 6 hours wear time  
 Boutique by Night 16% is a high strength formula that whitens your teeth as you sleep. This gel is tough on stains but gentle on teeth - our best seller!



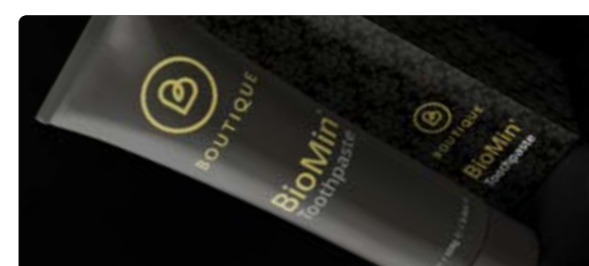
**BOUTIQUE HYBRID PRO 4.25% HYDROGEN PEROXIDE / 4.25% CARBAMIDE PEROXIDE**  
 Dual Action Gel - 3 to 4 hours wear or overnight  
 Hybrid Pro is a dual action gel - unique in the UK. The hydrogen works immediately, compounded by the slow release carbamide to deliver a gentle, effective formula.



**BOUTIQUE B1 BLACK DIAMOND 16% CARBAMIDE PEROXIDE**  
 Boutique by Night - 4 to 6 hours wear time  
 Using our award-winning, 16% overnight formula, for up to 6 weeks, we can guarantee that teeth will get to VITA shade B1 (the whitest natural shade).

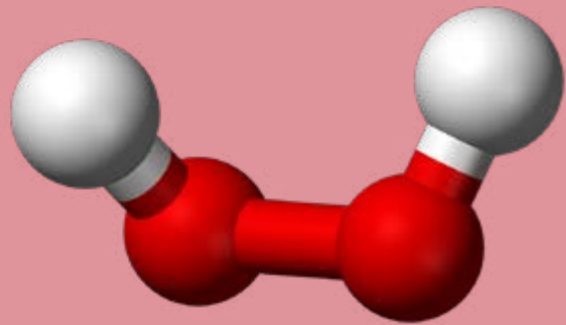


**S4S WHITENING TRAYS**  
 Any of our gel kits are available with, or without, whitening trays. Our widely acclaimed trays from S4S are beautifully designed, refined by science and expertly manufactured.

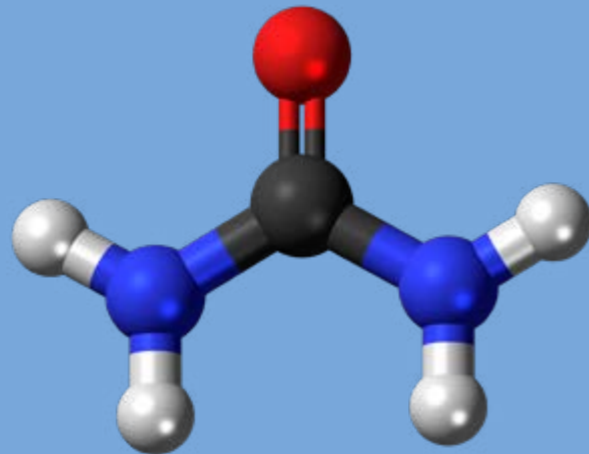


**BIOMIN TOOTHPASTE**  
 Biomin is the perfect complement to Boutique Whitening. This toothpaste is clinically proven to be the best desensitiser on the market, it prolongs the effects of whitening and strengthens against acid attack.

## HOW DOES IT WORK?

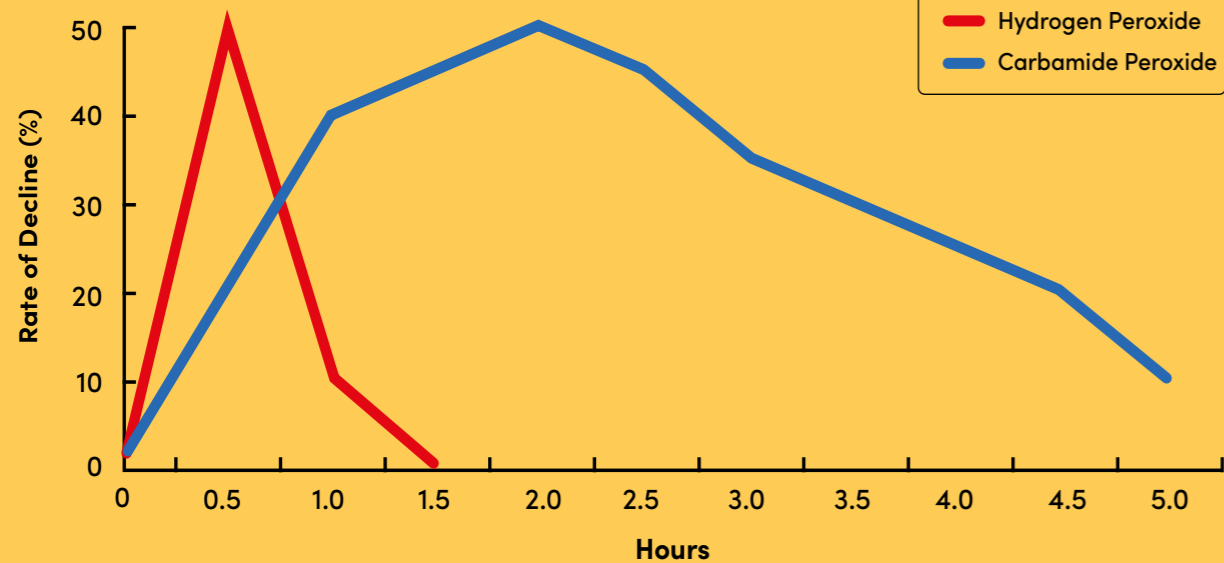


Chemical formula for hydrogen peroxide is  $H_2O_2$ .



Chemical formula for carbamide peroxide is  $CH_6N_2O_3$ .

- The active ingredient in Boutique Whitening products is hydrogen peroxide, or carbamide peroxide.
- Hydrogen peroxide is a potent oxidizing agent. It releases oxygen free radicals which break down large pigment molecules which results in whiter teeth.
- By law, dental professionals can prescribe products that contain up to 6% hydrogen peroxide, or 16% carbamide peroxide.
- Carbamide peroxide is hydrogen peroxide compounded with urea, which stabilises the formula.
- Carbamide peroxide breaks down into urea and hydrogen peroxide, which in turn breaks down to oxygen and water.
- Carbamide is 50% spent in the first 2 to 4 hours, the remainder breaks down over the next 2 to 6 hours.
- Hydrogen peroxide breaks down almost immediately, releasing all the oxygen ions within 90 minutes.
- It is thought that due to this concentrated bombardment of oxygen ions on the pulp, hydrogen may cause more sensitivity than carbamide.



## WHY USE OUR TRAYS?

At Boutique we aim to provide the most up to date materials, techniques and information based on current clinical evidence. S4S Technical Director, Matt Everatt, and Dr David Bretton, recently completed a literature review on the whitening tray design which yielded some interesting results!

As a company that never rest on our laurels, the findings of this review prompted us to incorporate some new design features to improve the comfort and fit of our trays to give better results.

### Non-scalloped margins

The literature indicates that straight cut margins, as opposed to scalloping, yields superior results. Straight margins offer more stability and a better seal against saliva ingress.

### Hybrid pressure and vacuum formed process (technique unique to S4S)

Our combined pressure and vacuum forming ensures our trays have the best adaption, uniform thickness, fantastic stability and a glass-like finish.



### Semi-rigid EVA bleaching tray specific material

Our semi-rigid tray material is sufficiently strong enough after forming but also flexible enough to give maximum comfort and a good seal against the gingiva.

### Sealed gingival margins

Carved margins on the models, to give sealed gingival margins on the trays, are an important design feature to protect against saliva ingress, leading to better results and less sensitivity.

### Dosing dots

The 'Dosing Dots' are a tool to help patients apply the correct quantity of gel. This avoids over-filling which leads to sensitivity and also means the gel lasts longer to give better 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 releases calcium, phosphate and fluoride ions as it dissolves, to strengthen the enamel layer of the teeth.

## How does BioMin work?

When you brush with BioMin, the bioglass bonds to your teeth and releases minerals over the following 12 hours. This process remineralises and protects the teeth, making them ten times more resistant to acid attack, and reduces sensitivity.

## The benefits of BioMin Toothpaste

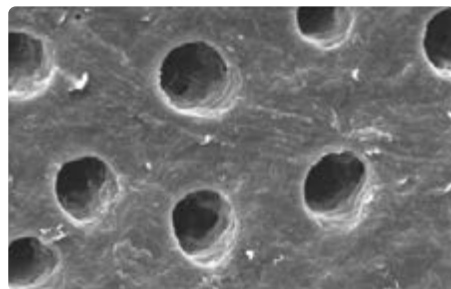
- Halt the effects of early tooth decay.
- Decrease Sensitivity.
- Prolong the effects of tooth whitening.

## How to use BioMin

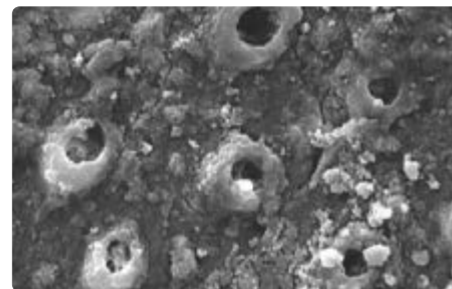
- Use morning and night for 2 weeks, prior to, and throughout, the teeth whitening process.
- BioMin can be used in place of your normal toothpaste going forward.



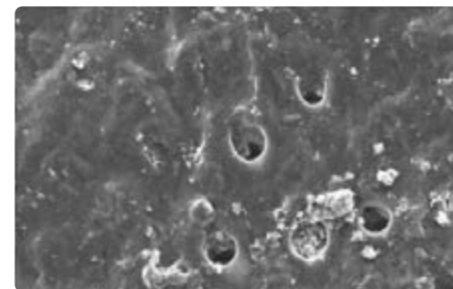
## Tooth surface under electron microscope



**PRIOR TO BRUSHING**  
Open tubules in the tooth



**AFTER BRUSHING**  
Surface is sealed with minerals



**AFTER ACID CHALLENGE**  
The surface remains sealed

# HOW TO ORDER

PLEASE USE ANY THE FOLLOWING 3 CHANNELS FOR ORDERS

1

Call our sales team  
01138 730 007

2

Email our sales team  
sales@boutiquewhitening.com

3

Use the form on our website:  
boutiquewhitening.com/dentists-contact

**NOTE: YOU CAN ORDER WHITENING KITS ALONE OR WITH TRAYS**

### PHYSICAL IMPRESSIONS - HOW IT WORKS

We will send the following 3 items out with your kits

1 **A VOUCHER**

Fill in the voucher

2 **A CLEAR LABEL BAG**

Place impressions in clear lab bag

3 **PRE-PAID BUSINESS BAG**

Place in pre-paid bag and seal

4 **SEND OFF**

Post in a Royal Mail post box

### SCANS - HOW IT WORKS

1. We send you kits and issue you with unique scan codes
2. Send patient scan and attach a scan code
3. Send to: sales@s4sdental.com (We accept files from all scanners)
4. No extra charge for sending scans

**FOR BOTH SCANS AND IMPRESSIONS PLEASE WAIT TEN WORKING DAYS FOR YOUR LAB WORK BACK**

### POSTAGE COSTS:

NO CHARGE - 2 week turnaround - Royal Mail (not tracked)  
 £10 - 2 week turnaround - Courier trackable  
 £20 - 48 hour turnaround - Courier trackable

## FREE MARKETING ASSETS

At Boutique we are committed to helping you grow your business. We have a full suite of in-surgery and digital marketing assets to help you raise patient awareness and help as many people as possible get a whiter, brighter smile.

### A2 POSTERS



### A5 PATIENT LEAFLET



### PATIENT LEAFLET HOLDER



### LUXURY FOILED ROPE HANDLE BAGS



### PDF DOWNLOADS



## OUR PRICING

### PRODUCT RANGE

<p><b>6%</b></p> <p><b>BOUTIQUE BY DAY</b> 6% Hydrogen Peroxide</p>	<p><b>10%</b></p> <p><b>BOUTIQUE BY NIGHT</b> 10% Carbamide Peroxide</p>	<p><b>16%</b></p> <p><b>BOUTIQUE BY NIGHT</b> 16% Carbamide Peroxide</p>	<p><b>4.25%</b></p> <p><b>BOUTIQUE HYBRID PRO</b> 4.25% Carbamide Peroxide 4.25% Hydrogen Peroxide</p>
---	--	--	--

### TOP-UP BOXES

 <p>1 SYRINGE 1 X 3ML £5.00 +VAT (£6.00)</p>	 <p>2 SYRINGES 2 X 3ML £10.00 +VAT (£12.00)</p>	 <p>3 SYRINGES 3 X 3ML £15.00 +VAT (£18.00)</p>
---	--	--

### FULL KIT IN METAL PRESENTATION BOX

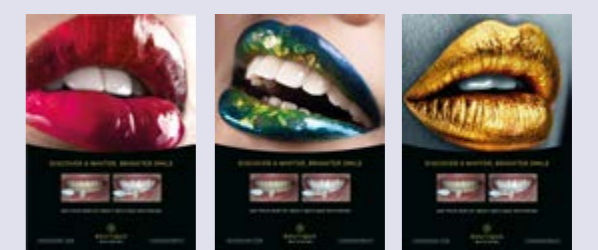
 <p>4 SYRINGES 4 X 3ML £22.50 +VAT (£27.00)</p>	 <p>4 SYRINGES + S4S TRAYS 4 X 3ML £55.00 INC VAT</p>
--	--

BOUTIQUE BIOMIN  
TOOTHPASTE  
£7.50 +VAT PER TUBE  
(£9.00)



### MARKETING

- BAGS
  - PATIENT LEAFLET
  - LEAFLET HOLDER
  - A2 POSTERS
  - PDF DOWNLOADS
- FREE OF CHARGE**





**BEFORE**

**AFTER**





**BOUTIQUE**  
WHITENING

13-14 Navigation Court, Calder Park, Wakefield WF2 7BJ

Telephone: 0113 873 0007 Email: [sales@boutiquewhitening.com](mailto:sales@boutiquewhitening.com)

[www.boutiquewhitening.com](http://www.boutiquewhitening.com)