

Independent Double Blind Clinical Study (Safety and Efficacy)

WSD 35% CP TEETH WHITENING GEL IN TRAY

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BEGIN STUDY: September 14, 2016
END STUDY: September 28, 2016

CLAIMS TESTED:

- 1) WSD 35% CP Teeth Whitening Gel *is safe to use daily.*
- 2) WSD 35% CP Teeth Whitening Gel *causes virtually no tooth sensitivity & less tooth sensitivity than commercially available whitening strips*
- 3) WSD 35% CP Teeth Whitening Gel *whitens teeth significantly better than traditional, commercially available whitening strips*
- 4) WSD 35% CP Teeth Whitening Gel *whitens teeth 7.2 Shades in 7 days*
- 3) WSD 35% CP Teeth Whitening Gel *had 84% less tooth sensitivity than persons using the traditional, commercially available whitening strips*

FOR PUBLICATION IN: **THE COMPENDIUM OF CONTINUING EDUCATION IN DENTISTRY**

SUMMARY FINDINGS: **WSD 35% CP Teeth Whitening System was tested to determine the safety and efficacy of product supplied to our labs.**

We found that the 35% CP Teeth Whitening Gel subjects had significantly ($P < 0.05$) lighter teeth compared to the WhiteStrips subjects using both subjective and objective methods. Immediately after treatment the test group subjects subjective shade improvement was 7.2 shades; the control group improvement was 5.7 shades. On post treatment day re-examination, the fade-back for the test group was only 0.2 shades compared to 0.7 shades for the control group. Objective colorimeter measurements confirmed the superiority of the 35% CP whitening system over the control with regards to both overall shade improvement from baseline and decreased tooth color relapse. Additionally the 35% CP Gel whitening system subjects reported 84% less tooth sensitivity immediately after treatment ($P < 0.01$) compared to "strips" subjects. This is likely attributable to the added fluoride and potassium nitrate.

CONCLUSIONS: **We found that the** WSD 35% CP Teeth Whitening Gel was extremely safe and effective. No adverse reactions were found. A clinical trial of 50 subjects found that the 35% CP Teeth Whitening Gel outperformed traditional, commercially available whitening "strips". After one (1) week, the teeth treated with 35% CP teeth whitening system were 7.2 shades whiter and approximately almost 3 shades lighter than the teeth treated with "strips." All of the claims that were requested to be tested by the WSD 35CP were "verified to be true" by our clinical scientists.

VERIFIED

X

Mark Granger

Date: 10/28/2016