



BRIGHTER SMILE. HAPPIER YOU.

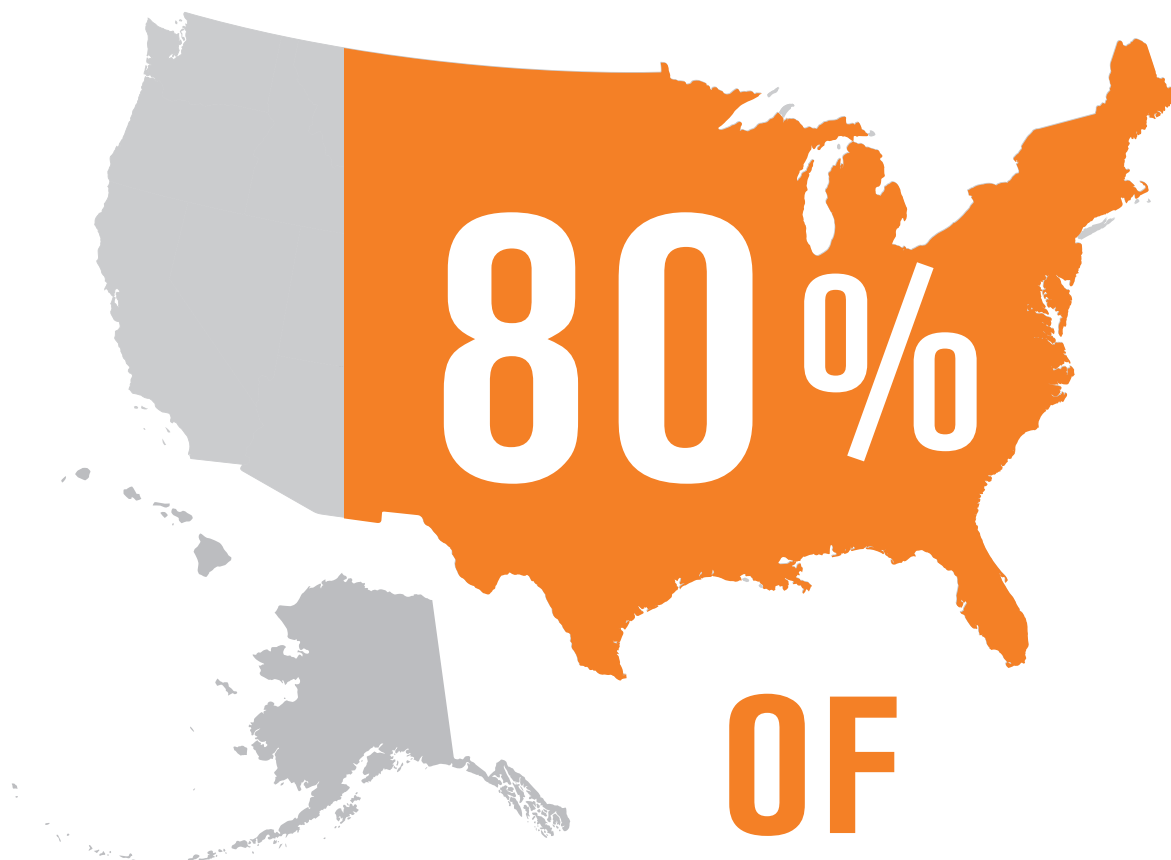
GREAT DENTAL HEALTH AND WHITER TEETH ARE IMPORTANT ASSETS FOR HAPPINESS AND SUCCESS.

PENTRON



1ST IMPRESSIONS ARE EVERYTHING

A **BRIGHTER SMILE** RADIATES YOUTHFULNESS, VITALITY, HEALTH, HAPPINESS, WARMTH AND FRIENDLINESS.



80% OF AMERICANS, AGED 18 TO 49, WANT WHITER TEETH.

6/10 PEOPLE



BELIEVE A WHITER, BRIGHTER SMILE WOULD BOOST THEIR SELF-CONFIDENCE, ESPECIALLY IN THE 18 TO 24 AGE RANGE.



CONFIDENCE

99.7% OF AMERICANS BELIEVE THAT AN ATTRACTIVE SMILE IS AN IMPORTANT SOCIAL ASSET.



ROMANCE

71% OF WOMEN AND 58% OF MEN RATE HEALTHY TEETH HIGHEST WHEN JUDGING A POTENTIAL DATE.



SUCCESS

74% OF ADULTS FEEL AN UNATTRACTIVE SMILE CAN HURT A PERSON'S CHANCES FOR CAREER SUCCESS.



TIPS FOR WHITER, HEALTHIER TEETH



PROFESSIONAL WHITENING

- YOUR DENTIST CAN BRIGHTEN YOUR TEETH UP TO 10 SHADES IN ABOUT AN HOUR.
- TEETH WHITENING IS THE #1 REQUESTED COSMETIC DENTAL SERVICE TODAY.



WHITEN NATURALLY

- EAT CRUNCHY FRUITS AND VEGGIES - APPLES, CELERY AND CARROTS
- BRUSH AWAY STAINS WITH BAKING SODA
- EAT CHEESE AFTER A MEAL
- BRUSH AND FLOSS REGULARLY



AVOID STAINS BY TOP OFFENDERS

- COFFEE/TEA
- FRUIT JUICES (IE. CHERRY, GRAPE, AND CRANBERRY)
- DARK SODAS
- TOBACCO/SMOKING OR CHEWING