



Heraeus

Venus White[®]

Teeth Whitening Systems

3-Plus-1 Success Plan

3 LEVELS OF WHITENING ▶ 1 PROVEN MARKETING SYSTEM

Venus White Teeth Whitening Systems provide the superior results your patients expect, combined with business-building marketing tools to help make whitening a success in your practice. With a variety of gentle, effective products, Venus White offers a solution to satisfy every patient's needs.

What every patient wants. What every practice needs.

Join us in our commitment to support the fight against breast cancer. When you purchase Venus White, we'll donate a percentage of sales to support research for breast cancer.



Venus[®]

The New Esthetics

It's about your success.

PROVEN MARKETING SYSTEM

A full suite of sales and marketing materials

Venus White[®] *marketing*

Customizable
marketing materials!

Visit www.heraeusdentalusa.com

The support you need to maximize your potential.

To help you successfully sell Venus White in your practice, Heraeus has developed a variety of effective marketing and communication materials. Use these tools to build on growing consumer awareness of whitening and ensure your patients know you have the solutions they desire.

Professionally designed support materials available for your use:

- Patient brochures, counter cards, invoice stuffers and more
- Customizable ad designs for your local publications
- Posters and window clings
- Web banners, images and logos for your practice website
- Patient letter and email templates that can be tailored to your messaging

Your Heraeus representative can provide many of these items, and you can order additional customized materials at www.heraeusdentalusa.com.

Ask your Heraeus representative for more information.





LEVEL 1 Pre-filled, Disposable Whitening Trays

Venus White[®] *ultra*

Smart and convenient entry-level whitening provides unique business opportunities and opens doors to more advanced options.

- Once-a-day treatment for up to seven days
- Visibly whiter teeth in just three days
- Each disposable tray is pre-filled with mint-flavored, 11.2% hydrogen peroxide gel
- No chair time or multiple visits required
- Ultra thin—designed to mold securely around each tooth for maximum comfort
- Upper and lower trays sized differently for best fit



Before

After

Venus White Ultra Patient.
Dentistry by Shannon Pace Brinker, CDA CDD

LEVEL 2 Take-home Whitening for Custom Trays

Venus White[®] *pro*

High-performance whitening for custom trays take a patient's smile up to 8.4 shades whiter with virtually no sensitivity.*

- Choose from 16%, 22% and 35% carbamide peroxide strengths
- Contains potassium nitrate which helps decrease sensitivity associated with bleaching
- Sticky, viscous gel is mint flavored for patient comfort
- Full Patient Kits and Refill Kits available, as well as 50-Syringe Packs
- To keep teeth their whitest, Refill Kits should be used for touch-up every 6–12 months



Before-

After

Venus White Pro Patient.
Dentistry by Shannon Pace Brinker, CDA CDD

*Study: J.C. ONTIVEROS, M.S. ELDIWANY, W. WANG, M. ELDIWANY, and R.D. PARAVINA, University of Texas—Houston/Health Science Center, Houston, Texas.

Venus White[®]max

Remarkably efficient—accelerate patients' whitening with results in about an hour.

- Three or four 15-minute treatments with 38% hydrogen peroxide gel
- Syringe-to-syringe mixing chemically activates the product, ensures a thorough mix and provides maximum freshness
- Contains potassium nitrate which helps decrease sensitivity associated with bleaching
- Follow in-office treatment with **Venus White Pro** custom take-home whitening or **Venus White Ultra** pre-filled, disposable whitening trays for best results
- **Venus Comfort Gel** is available separately and contains potassium nitrate and fluoride



Venus White Max Patient.
Dentistry by Joe C. Ontiveros, D.D.S., M.S.



NEW
35% Strength
& 50-Syringe
Packs!

Venus White Pro is proven to whiten teeth up to 8.4 shades with virtually no sensitivity!*



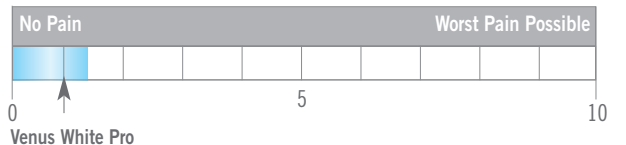
The University of Texas

Venus White Pro Effectiveness Study Results
Shade Change Measurement, Canine

	At 2 Weeks	At 3 Weeks	At 4 Weeks
Shade Guide Units (Vita Classical)	8.4	8.0	8.0

Venus White Pro Sensitivity Study Results

Average sensitivity ratings below "2" representing virtually no sensitivity



“Venus White allows every dentist to meet the varying needs of their patient base. With its three levels of whitening, Venus White has a solution for every patient and can offer practice production and patient satisfaction that is truly priceless.”

Shannon Pace Brinker, CDA CDD



Venus White[®] ultra

Key Features for Patient	Target Patients
<ul style="list-style-type: none"> • No chair time required • More affordably priced • An over-the-counter type solution that also carries the recommendation of a dentist 	<ul style="list-style-type: none"> • Great option for teenage patients • Patients going into or coming out of orthodontia • Any patient you would send to a retailer to purchase over-the-counter whitening products • Patients that are very cost conscious. Venus White Ultra can open doors for more advanced whitening options in the future

Venus White[®] pro

Tip: Ask patients how much time they plan to devote to whitening and if they have experienced sensitivity from bleaching previously.

	Key Features for Patient	Target Patients
16%	<ul style="list-style-type: none"> • Custom trays precisely fit and bleach all teeth evenly. • Day or night wear options. 	<ul style="list-style-type: none"> • Patients who prefer to whiten overnight • Patients that have experienced significant sensitivity with whitening before • Patients with tetracycline stains (overnight wear). Kick off with in-office treatment first
22%	<ul style="list-style-type: none"> • Custom trays precisely fit and bleach all teeth evenly • Day or night wear options 	<ul style="list-style-type: none"> • Patients who want a shorter wear time but may be too sensitive for 35% • Patients with tetracycline stains who can handle wearing 22% overnight Kick off with in-office treatment first
35%	<ul style="list-style-type: none"> • Custom trays precisely fit and bleach all teeth evenly • Day wear only • Very short wear time 	<ul style="list-style-type: none"> • Compliant patients who want a very short wear time and are not prone to sensitivity

Venus White[®] max

Key Features for Patient	Target Patients
<ul style="list-style-type: none"> • In-office procedure for the fastest results • Controlled by clinician. Less reliant on patient compliance • For most patients, at-home follow-up treatment with Venus White Pro or Ultra is recommended 	<ul style="list-style-type: none"> • Patients who want or need fast results • When whitening before a restoration, especially if time is limited • Jump-start treatment for patients with tetracycline stains that cannot afford veneers

Please note that these are only guidelines and it is up to the clinician to choose which whitening treatment is most appropriate. Every patient is unique and should be assessed individually when determining their eligibility for any type of treatment. Clinician should provide thorough instructions and monitor treatment progress.

Venus White^{max}

In-office Whitening

Remarkably efficient—accelerate patients' whitening for fast, effective results.



40005211	In-Office Whitening Kit 2 – 0.96ml Hydrogen Peroxide, 2 – 0.24ml Activator, 1 – 1.2ml Gingival Barrier, 5 – 22ga Flock Tips, and 2 – 20ga Black Mini Tips
40005202	Light Cure Gingival Barrier 4 – 1.2ml Syringes, 8 Black Mini Tips
40005240	Venus Comfort Gel 4 – 1.2ml Syringes, 4 Tips

Venus White^{ultra}

Pre-filled, Disposable Whitening Trays

Smart and convenient entry-level whitening provides unique business opportunities and opens doors to more advanced options.



40005210	Venus White Ultra 7 Upper and 7 Lower Pre-filled Trays
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Venus White^{pro}

Take-home Whitening for Custom Trays

High-performance whitening for custom trays take a patient's smile up to 8.4 shades whiter.



40005166	16% Patient Kit 6 – 1.2ml Syringes, Tray Case, Shade Guide
40005167	22% Patient Kit 6 – 1.2ml Syringes, Tray Case, Shade Guide
40005460	35% Patient Kit 6 – 1.2ml Syringes, Tray Case, Shade Guide
40005164	16% Refill Kit 3 – 1.2ml Syringes
40005165	22% Refill Kit 3 – 1.2ml Syringes
40005462	35% Refill Kit 3 – 1.2ml Syringes
40005463	16% 50 Syringe Pack 50 – 1.2ml Syringes
40005464	22% 50 Syringe Pack 50 – 1.2ml Syringes
40005465	35% 50 Syringe Pack 50 – 1.2ml Syringes
40005203	EVA Sheets 25 Sheets – 0.040" thick

Modern Materials® StatStone®

Finished Models in 5 Minutes.

Specially formulated gypsum for when speed and precision are needed for fabricating bleaching trays.

50046860	StatStone 25lb Carton
50046865	StatStone Pouches (120 gram pre-measured) 24 pouches in a box

For more information or to place an order for Venus White, call 877-258-5937 or contact your Heraeus representative. Sign up for our newsletter at www.heraeusdentalusa.com.

