



## Teeth Whitening Premium X3 Kit

Art no: 121897

### Up to 6 shades whiter teeth in 14 days

#### Claims:

- Up to 6 shades whiter teeth clinically proven
- Safe and without side effects
- Patented Gel formula with Dual Boost<sup>x2</sup> & <sup>x3</sup> Technology that cleans with detergents, whitens with sodium bicarbonate and coco-sulphate at the same time + X3 gel penetrates the enamel to finally whitens the teeth
- Includes Tooth Gloss that protects against stains and gives better gloss to teeth
- Customized and reusable mouth trays
- Up to 14 days treatment



#### Product description:

The X3 Premium Kit is a complete system to whiten your teeth at home fast, easy and gentle. It contains 8 ml Peroxide Free Dual Boost Gel<sup>x2</sup> + 8 ml 0,1% Peroxide Dual Boost<sup>x3</sup> gel which is used together with the thermoform mouth trays which are individually fitted with hot water.

The product concept is to clean and whiten the teeth gently with the Dual Boost<sup>x2</sup> gel (Peroxide Free) for 3-4 days and then use the Dual Boost<sup>x3</sup> gel (0,1% Peroxide) for another week or until expected result is achieved.

For both products within the first few minutes of application, the Dual Boost gel<sup>x2</sup> & <sup>x3</sup> first employs patented detergent technology (derived from coconuts) that lifts stains off of teeth rapidly, without pain and without damage to teeth. This session is recommended to go on 3-5 days prior starting to use the Syringe no 2 with Dual Boost<sup>x3</sup> gel.

Premium Kit also contains a Tooth Gloss which is to be used after the teeth whitening for enamel protection and extra gloss.

#### Active ingredients / How it works in short:

The detergent technology creates negatively charged ionic foaming bubbles that work via ionic attraction to lift stain molecules away from teeth and reduce teeth sensitivity associated with typical bleaching gels that dentists use. The product also has special sodium bicarbonate whiteners, solvents and wetting agents that penetrate rapidly into teeth, and creates a second wave of whitening activity that begins to work after 8 minutes. The end user effectively receives two boosts of whitening activity, each time the gel is applied and this makes the product very efficient.

For the 2<sup>nd</sup> part of the whitening process when using the X3 syringe the use will also benefit from Hydrogen peroxide as a third activity.

#### Beconfident Dual Boost<sup>x3</sup> Technology Explained in detail:

Beconfident® has developed a special “tooth detergent” gel that can be used to whiten teeth without harsh peroxides. Specifically, the Beconfident® Dual Boost<sup>x3</sup> Teeth Whitening Gel uses both detergents to whiten teeth better and faster — using two different modes of activity that begin within minutes after application onto teeth. It’s like getting two whitening treatments for each time the product is used

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### Two bursts of activity of Dual Boost X2 & Dual Boost X3 Gel:

Within the first few minutes of application, the Dual Boost<sup>x2</sup> gel first employs patented detergent technology (derived from coconuts) that lifts stain off teeth rapidly, without pain and without damage to teeth. The detergent technology creates negatively charged ionic foaming bubbles that work via ionic attraction to lift stain molecules away from teeth and reduce teeth sensitivity associated with typical bleaching gels that dentists use. The product also has special sodium bicarbonate whiteners, solvents and wetting agents that penetrate rapidly into teeth, and create a second wave of whitening activity that begins to work after 8 minutes. The end user effectively receives two boosts of whitening activity, each time the gel is applied and this makes the product very efficient.

### Detergent whitening explained:

This special tooth detergent gel has the unique ability to actually remove both surface stains and the heretofore-unreachable subsurface stains between the enamel rods – thoroughly, deeply and rapidly, without many of the negative attributes of bleaching agents.

To understand how the tooth detergent gel works to remove stains from teeth, it is incumbent to thoroughly comprehend the Law of Mass Action Cleaning:

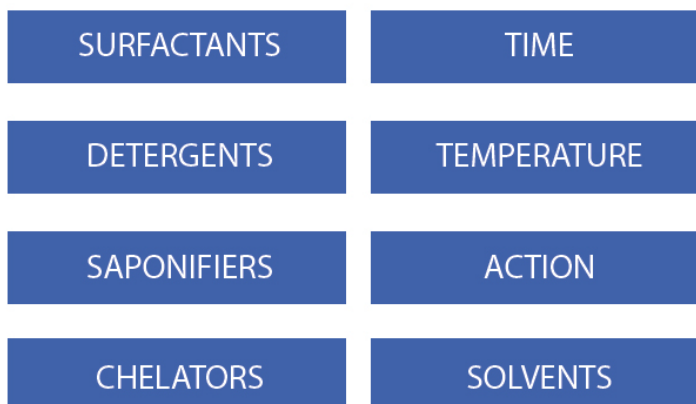
This equilibrium reaction incorporates eight elements: Temperature, Time, Action, Solvents, Detergents, and Surfactants, Chelators and Saponifiers. The first three items are straightforward and apply to some degree in current oral care products. Higher temperatures and greater exposure times create more cleaning effect. The intensity of the action applied – whether through effervescence or physical scrubbing – raises the cleaning effect.

The Solvents in the detergent gel are high penetration, low viscosity chemicals that break the molecular bonds within a stain. They also help to break the molecular bond between the positively charged colored stain molecules and the negatively charged surfaces that they are physically bound to. Surfactants are also known as “wetting agents” and are high-penetration, neutrally charged, foaming ingredients that attempt to lift the stains from the surfaces with buoyant bubbles. Anionic Detergents are critically needed negatively-charged ingredients that bind to the positively charged, partially dissolved and buoyant stain particles, prevent them from resettling onto charged surfaces, and then lift them permanently away. Chelators work as water softeners, binding excess calcium and other minerals that would otherwise bind to, and interfere with anionic detergent activity. Saponifiers work to unclog and free the tiny spaces between enamel rods from grease plugs that build up over time. They combine with fatty or greasy elements to form a kind of soapy compound that can easily be foamed and washed away by the aqueous carrier of the newly devised tooth-cleansing agent.

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## FACTORS THAT AFFECT CLEANING ABILITY

### “LAWS OF MASS ACTION CLEANING”



Patented detergent technology keeps all deep cleaning factors in equilibrium, for the highest level of whitening possible

### FIG 2 – How Beconfident® Pro Detergent Technology Works

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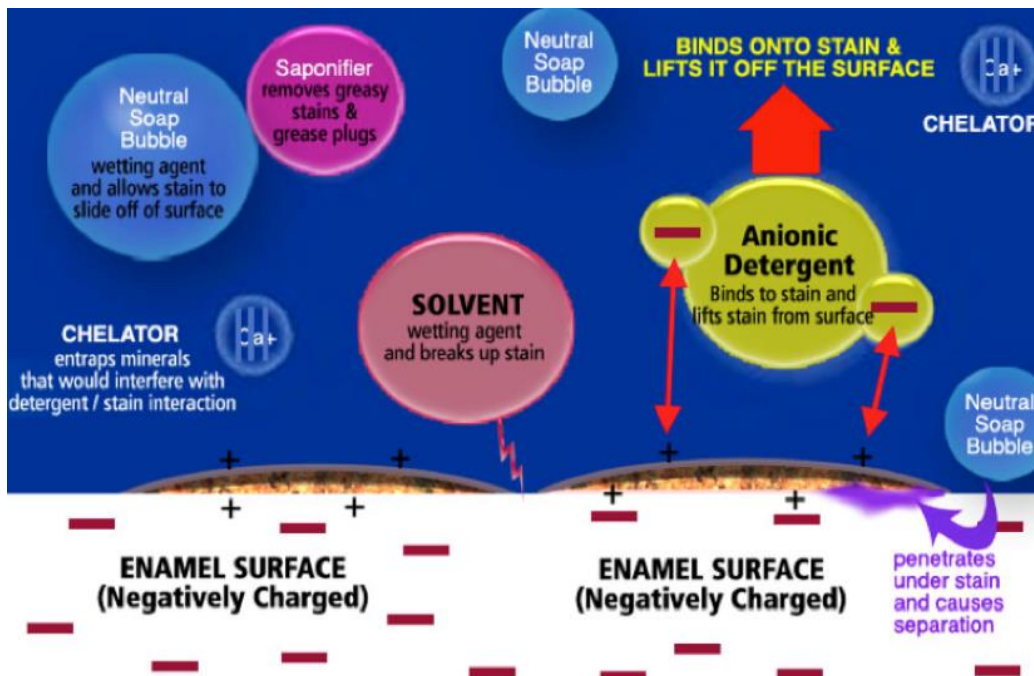
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# beconfident®

## Product Data Sheet



By using unique chemistry derived from foodstuffs, Beconfident® brings the Laws of Mass Action Cleaning to realm of oral care products for the first time in history.

To appreciate the paradigm shift that takes place when this detergent gel is added to a bleaching agent, imagine a time, not too long ago, where “fabric care” was limited to only water, soap, acid, physical scrubbing and bleach. Then imagine how the world was affected

when modern laundry detergents and pretreaters were introduced! To be sure, the old technologies of only using water, soap, acid, scrubbing and bleach satisfied the world’s needs for fabric cleaning in some way, but these technologies did not clean very efficiently, easily or safely. But in the present world of fabric care, the Laws of Mass Action Cleaning have been fully implemented and has given rise to laundry detergents and pre-treaters that give consumers the ability to clean clothes with a of minimum effort, in a short period of time, with a high degree of safety and the highest possible efficacy. The high technology is now incorporated directly into the Beconfident® Dual Boost System.

### Unique Competitive Advantages Premium X3 Kit:

- Unique Dual Boost<sup>x2</sup> and Dual Boost<sup>x3</sup> technology (two different gels) for a safe process and efficient result
- Uses 3 different mechanisms to remove stains and whiten teeth – three active ingredients
- Fast Dual Whitening Activity -> 1-2 shades in 30 minutes up to 6 when finished
- Includes free Teeth whitening app to guide and support customer during treatment in order to achieve the best result.
- Whitening treatments last longer because stains are actually removed
- Two mouth trays which allows the user to shape two perfect individually, fitted mouth trays for best efficiency of the gel and to whiten all the teeth.
- Non-Abrasive. Does not scratch teeth enamel and works safely for all users.
- Safe – Developed and tested by dentists

### Unique Competitive Advantages Tooth gloss gel:

- Tooth gloss protects enamel from discoloration after the whitening process
- Brightens teeth (higher luster shine)
- Delicious flavor that refreshes breath

### Ingredients:

#### Syringe 1 Dual Boost<sup>x2</sup> Gel:

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Glycerin, Sodium Bicarbonate, Sodium Coco-Sulfate, Mentha Piperita Extract, Xylitol, Chondrus Crispus, Sorbitol, Aloe Leaf Juice, Pomegranate Seed Extract, Chamomile Flower Extract.

### Syringe 2 Dual Boost<sup>x3</sup> Gel:

Glycerin, Sodium Bicarbonate, Sodium Coco-Sulfate, Mentha Piperita Extract, Xylitol, Chondrus Crispus, Sorbitol, Aloe Leaf Juice, Pomegranate Seed Extract, Chamomile Flower Extract, Hydrogen peroxide Peroxide.

### Tooth Gloss Mint:

Aqua, Poloxamer 407, Alcohol, Carbopol, Sucralose, Sodium Saccharin, L-Menthol, Sodium Benzoate, Aroma.

### The Premium X3 Kit contains the following items:

- 1) 1 x 8 ml Syringes with Dual Boost<sup>x2</sup> Peroxide Free Gel
- 2) 1 x 8ml Syringe with Dual Boost<sup>x3</sup> 0,1% Peroxide Gel
- 3) 1 x 10 ml Tooth Gloss
- 4) 2 shapeable mouth trays
- 5) Tooth Gloss applicator pen
- 6) Instruction sheet and a shade guide.

Beconfident is not conducting any testing on animals.

### Product Data:

| Art No    | Dimension<br>HxWxD<br>(mm) | Gross Weight         | Net Weight                 | Units Display<br>Box   | Units<br>mastercart. | Unit EAN                  |
|-----------|----------------------------|----------------------|----------------------------|------------------------|----------------------|---------------------------|
| 121897    | 175x120x33                 | 153g                 | 121g                       | 4                      | 102                  | 7350064167007             |
| CPNP Code | GMP ISO<br>22716           | Country of<br>Origin | Quality Test<br>Pharmacies | Box bio-<br>degradable | Pallet               | RRP Euro incl<br>VAT(+/-) |
|           | Follows                    | USA                  | YES                        | Yes                    | 12                   | 79,90 Euro                |

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