



THE KÖR WHITENING SYSTEM



**PREDICTABLY EXCEPTIONAL RESULTS...
EVERY PATIENT, EVERY TIME**

{KÖR®}
Whitening }

SIMPLY WHITER TEETH

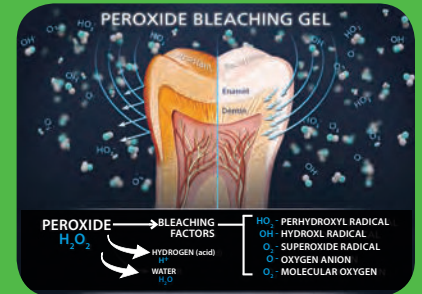


HOW WHITENING WORKS

Intrinsic tooth color is a result of large natural pigment and stain molecules trapped within the microstructure of teeth. The larger these molecules are, the more chromophores they contain, and the darker the teeth appear.

All peroxide gels work by forming hydrogen peroxide as their end product. Hydrogen peroxide breaks down to water, oxygen, and numerous radicals and byproducts known as “bleaching factors” that lighten teeth.

Optimum whitening results are achieved only when these whitening gels are: fully potent; chemically influenced to produce a high percentage of free radicals (instead of simply oxygen and water); and are allowed extended time for these factors to diffuse thoroughly into the microstructure of teeth.



THE SCIENCE OF WHITENING



Teeth whitening can often be a frustrating, problematic and unpredictable proposition. Historically, whitening system companies have promised ease-of-use, outstanding results and happy patients. But you've probably experienced a gap between what's promised and what's delivered.

Bridge that gap with the KÖR Whitening System. KÖR delivers continuously refrigerated, high-potency, vigorous whitening gels that are delivered cold to your office. As part of a well-researched, scientifically-designed application protocol, KÖR Whitening delivers reliable, exceptional results.



DUAL-ACTIVATED, TRI-BARREL™ HYDREMIDE® PEROXIDE TECHNOLOGY

One obstacle to achieving optimum whitening results is the delivery system of the gel. KÖR's Dual-Activated, Tri-Barrel Hydremide Peroxide formulation and delivery system is the first and only whitening system to utilize a unique tri-barrel configuration instead of the typical dual-barrel system.

For maximum effectiveness, many chemicals cannot be mixed together until ready for use. The ability to keep the chemistry separated into three isolated chambers permits the addition of more ingredients; creating a more sophisticated, exceptionally effective formulation.

For the first time ever, even super-resistant stains, like tetracycline and fluorosis, can be flooded with the concentrations of bleaching factors necessary to ensure that the vast majority of patients obtain truly white teeth. Gone are the days of keeping your fingers crossed during in-office whitening, hoping the patient will be pleased with the result.



THE COLD TRUTH ABOUT GELS



Heat is the enemy of whitening gel potency...and gel potency is a big key to ensuring totally satisfied whitening patients.

If you provide professional teeth whitening for your patients, you have probably found that some batches of whitening gels seem to work much better than others—even when using the same brand. And some batches don't seem to work much at all!

All KöR Whitening gels are continuously refrigerated, from the time of manufacture until they arrive cold-packed at your office, so you receive incredibly potent gels every time.



TEMPERATURE AND GEL POTENCY

All peroxide based whitening gels are unstable chemicals – they're supposed to be. This is why they're able to break down quickly in the mouth, releasing bleaching factor byproducts. The downside of this chemical instability is that all whitening gels start degenerating immediately after manufacture if not kept under constant refrigeration.

The higher the temperature, the greater the degradation process. Warm, or even hot temperatures, often encountered during warehouse storage at chemical manufacturers and whitening product companies, is problematic. The potentially higher temperatures encountered during truck shipment of gels from suppliers to your office creates even more heat degradation.

Is it any wonder that you experience such a wide range of effectiveness with typical whitening systems?



CONTINUOUS REFRIGERATION AND SENSITIVITY

As NON-refrigerated whitening products break down and degrade during storage and shipping, hydrogen ions are produced. Those hydrogen ions are acid (pH = potential of Hydrogen). Whitening gels therefore become more and more acidic as they break down, resulting in an ever increasing possibility of sensitivity and pain.

Constant refrigeration virtually stops breakdown of whitening gels. More importantly, refrigeration protects whitening gels against the potency-robbing damage of heat during storage and shipping. Refrigeration also eliminates the need for chemical stabilizers, which can increase osmolality of gels by as much as 11 times. That increased osmotic "pull" on dentinal tubular fluid further increases sensitivity.

KöR Whitening is the first company to constantly refrigerate a full line of teeth whitening products from the moment of manufacture until you receive them cold packed at your dental practice.

The net result? With KöR Whitening systems you get exceptionally effective gels with lower sensitivity and less risk of pain for your patients.

THE MYTHS OF LIGHTS AND LASERS

It is important to realize that the breakdown of hydrogen peroxide is an exothermic reaction. Exothermic reactions require the **release of energy** (often in the form of heat) for the reaction to proceed. Bleaching lights and lasers are **adding energy** to the process in the form of photon energy.

According to Le Chatillier's Principle of Chemical Equilibrium, trying to force energy back into an exothermic reaction that must release energy, may even impede the reaction. So where is the science behind the use of bleaching lights and lasers?

There is none!

NO LIGHTS, NO LASERS



At some point you probably got sucked into the vortex of hype surrounding bleaching lights and lasers. And you also found out they just don't work as advertised. That's why we developed the KÖR Dual-Activated, Tri-Barrel™ Hydremide® Peroxide formulation and delivery system, delivering phenomenal results for average patients, to astonishing treatment of tetracycline cases, and everything in-between—without lights or lasers.



THE RISK OF GREATER SENSITIVITY

The increased discomfort often seen by dentists when using bleaching lights and lasers has routinely been attributed to heat generated and/or dehydration caused by bleaching lights and lasers.

The fact is that various clinical studies have concluded that the increased sensitivity found using bleaching lights or lasers in combination with in-office whitening gels was **not** due to the heat and/or dehydration caused by the lights or lasers. Rather, it was found that the combination of high concentrations of hydrogen peroxide with photon energy from bleaching lights and lasers causes the pulpal neurons to produce significantly higher levels of Substance P—a neurotransmitter released by pain transmitting neurons in the pulp.

So turning on those lights and lasers could actually be turning up the sensitivity...and the pain!



A SOLUTION FOR EVERY PATIENT

KÖR is widely recognized as the world's most effective whitening system—with no need for lights or lasers. KÖR offers cost-effective solutions from phenomenal home whitening for average patients, to astonishing treatment of tetracycline cases—and everything in-between. And KÖR is the first to refrigerate a full line of whitening products from manufacture until delivered cold to your dental office.

KÖR HOME

A patient-pleasing at-home whitening system that consistently yields amazing results at a great price.

KÖR MAX

A versatile and super effective whitening system that combines at-home whitening with a single in-office visit.

KÖR ULTRA

Astonishing whitening results on stubborn cases such as fluorosis and geriatric staining.

KÖR ULTRA-T

Specifically developed to deliver exceptional results on challenging cases of tetracycline staining.

HOME	KÖR Impression	KÖR-Seal Tray fabrication		2 weeks at-home day or night KÖR whitening		Periodic maintenance for permanent results
MAX	KÖR Impression	KÖR-Seal Tray fabrication		2 weeks at-home nighttime KÖR whitening	In-Office KÖR whitening	Periodic maintenance for permanent results
ULTRA	KÖR Impression	KÖR-Seal Tray fabrication	KÖR Jumpstart in-office Conditioning	3-4 weeks at-home nighttime KÖR whitening	In-Office KÖR whitening	Periodic maintenance for permanent results
ULTRA-T	KÖR Impression	KÖR-Seal Tray fabrication	KÖR Jumpstart in-office Conditioning	6-8 weeks at-home nighttime KÖR whitening	In-Office KÖR whitening	Periodic maintenance for permanent results



OUR 100% NO-RISK GUARANTEE



If after using the KÖR Whitening System on two patients, you don't believe the KÖR Whitening System is the most effective whitening system you've ever used, you may return all unused materials for a full refund of your Start-up Kit cost. This offer is good for 120 days from the date of delivery of your Start-Up Kit.*



*Use of all recommended KÖR materials, and strict adherence to all prescribed KÖR techniques and protocols are required.

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{KÖR®}
Whitening}

SIMPLY WHITER TEETH

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