



DENTAL GRADE INGREDIENTS

MEDICAL INDUSTRY DESIGNED

DELIVERS RESULTS

*Santorini*Smile
teeth whitening system

Santorini Smile

teeth whitening system

Congratulations on purchasing a Santorini Smile Teeth Whitening System, which complies with European, United Kingdom and Australian regulations.

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Introduction

Complete your transformation from drab to exotic with Santorini Smile Professional Teeth Whitening Systems or take home teeth whitening systems. Santorini Smile Teeth Whitening System uses approved levels of peroxides and effective exotic natural ingredients to produce gorgeous bright white teeth for a more confident you. Only the highest grade ingredients to produce between 2 - 6 shades of whiter teeth. Santorini Smile has worked tirelessly to perfect the ultimate teeth whitening system. Enjoy a whiter smile the safe and healthy way with Santorini Smile!

Can all teeth be whitened?

Peroxide gels are great for removing most common stains (red wine, coffee and tea, tobacco, aging, etc). However other types of stains such as those caused by antibiotics or discolouration one is born with are difficult to whiten. It is not possible to turn teeth whiter than their original natural white. In some cases even normal teeth will achieve only minor whitening improvement no matter what product you use because they just don't react. Artificial dental work such as crowns, bonding, caps, veneers, bridges or composite fillings will also NOT respond to bleaching. Customers with artificial teeth wishing to whiten their natural teeth can use our products. In general results will vary from customer to customer depending on their enamel.

Santorini Smile Exotic Natural Formula (Removes Stains)

Santorini Smile Exotic Natural Formula is a zero peroxide whitening gel. Our Exotic Natural Formula not only whitens your teeth, it also contains natural ingredients like Pomegranate and Chamomile that can boost your gums and enamel, thus creating better overall oral health. With so many teeth whitening products out there on the market currently, finding the right one for you and your clients can be a daunting task.

Santorini Smile Exotic Natural Formula will give you the following benefits:

- Removal of sturdy and stubborn stains, also known as intrinsic stains (i.e coffee, smoking, red wine)
- Preparing the teeth for a double treatment - allowing the peroxide to remove yellowing of the teeth to achieve better results.
- Results in only 20 minutes
- Fully compliant product with Europe, United Kingdom and Australian standards.

Santorini Smile 18% Carbamide Peroxide (Removes Stains & Starts Whitening Teeth)

Carbamide Peroxide is considered the second step in a three step process of achieving white teeth. There are certain advantages of using carbamide peroxide as well. Carbamide peroxide is a stable compound that breaks down in to hydrogen peroxide and urea and releases free radicals to whiten you teeth. This results in the formation of certain by-products during the process of oxidation. These by products are usually colourless, which creates a whitening effect on the teeth. It is a fact that free radicals are required for whitening. The more free radicals the more stain removal power. Carbamide Peroxide finishes removing stains and also begins the whitening process.

Santorini Smile 6% Hydrogen Peroxide (Whitens Teeth)

When you get your teeth whitened, Hydrogen Peroxide is the most commonly used active ingredient, whilst Santorini Smile Exotic Natural Formula removes visible intrinsic stains, our 6% Hydrogen Peroxide formula reacts with the molecules that cause staining and discolouration. The use of 6% Hydrogen Peroxide can safely and gently improve the whiteness of your teeth. Teeth sensitivity following use of 6% Hydrogen Peroxide is very low. Hydrogen Peroxide is the last step in the teeth whitening process.

Are both Hydrogen Peroxide and Carbamide Peroxide the same?

No! They are completely different products both containing different levels of peroxide. There is a typical ratio of 3:1 between these two compounds, which means 6% of hydrogen peroxide is equal to 18% of carbamide peroxide. Therefore products containing hydrogen peroxide are often weaker than that of carbamide peroxide. However, products containing hydrogen peroxide are more efficient at whitening (once stains have been removed).

Why use Santorini Smile Teeth Whitening System?

Santorini Smile has a range of teeth whitening treatments to suit everyone. From in salon treatments to take home kits we have an option for every body!

How often should you use the Santorini Smile to whiten your teeth?

With the Santorini Smile Teeth Whitening System we recommend that you offer your customers a double-treatment the first time they get their teeth whitened.

Option 1 - For clients who are **new to teeth whitening**, the following double treatment option is recommended:

- Santorini Smile Exotic Natural Formula (Available in a syringe only)
- Santorini Smile 18% Carbamide Peroxide (Available in a syringe and a preloaded tray)

This combination is recommended for those new to teeth whitening as the peroxide-free Exotic Natural Formula is perfect for starting the stain removal process. It works on removing stubborn intrinsic stains (i.e coffee, smoking, red wine) and prepares the client's teeth for an 18% Carbamide Peroxide double treatment. Carbamide Peroxide continues to remove built up stains and also begins the whitening process. This treatment combination is perfect for clients new to teeth whitening!

Option 2 - For clients who have **previously whitened their teeth**, the following double treatment option is recommended:

- Santorini Smile 18% Carbamide Peroxide (Available in a syringe and a preloaded tray)
- Santorini Smile 6% Hydrogen Peroxide (Available in a syringe and a preloaded tray)

This combination is recommended for those who have previously whitened their teeth as these clients will have less intrinsic stains (i.e coffee, smoking, red wine) to remove and can focus more on the peroxide based teeth whitening process. The 18% Carbamide Peroxide treatment is the perfect starting point as it will freshen up teeth and remove stains whilst beginning the teeth whitening process. The second treatment is 6% Hydrogen Peroxide - which is more efficient at whitening teeth once stains have been removed with 18% Carbamide Peroxide. The 6% Hydrogen Peroxide is the final step in the teeth whitening process and will truly brighten your client's smile.

After the double treatment, we recommend that they get their teeth whitened every 3-6 months. Depending on a person's consumption of coffee, tea, red wine, colas and other darkening agents such as tobacco, most people could probably usually benefit from a course every 3 months.

Maintenance between treatments

Continuing the whitening process at home between salon treatments ensures a lasting whitening effect. Take Home Whitening Pens and gels are a necessary part of the treatment regime so that the customers can get their teeth a few shades whiter or work on specific teeth that need more whitening than others (usually the lower teeth). Please refer to After Treatment Care section.

The 5 key elements of teeth whitening:

Exotic Natural Formula/Hydrogen Peroxide/Carbamide Peroxide

When Exotic Natural Formula/Hydrogen Peroxide/Carbamide Peroxide combines with the moisture in your mouth and releases stains that have built up over time.

Light

The conversion of hydrogen peroxide to hydroxyl radicals can be accelerated and sustained by exposure to certain wavelengths of light, basically from about 400 to 560 nanometers. The simulated light from the blue LED accelerates the conversion of hydrogen peroxide into powerful, whitening hydroxyl radicals. Our flexible mouth tray acts as a lens to focus the light.

Pressure

Pressure and contact are required to force hydroxyl radicals onto the enamel of your teeth. Once inserted in the flexible mouth tray, mild pressure forces the gel onto the teeth.

Heat

Hydrogen Peroxide becomes more active as it heats up, releasing more of its powerful hydroxyl radicals than would occur at lower temperatures. The heat generated by your mouth is essential in facilitating this process.

Exposure

Length of exposure is key to effective whitening. Santorini Smile Teeth Whitening System technology will brighten your smile in as little as 20 minutes.

Steps in the Teeth Whitening Process

Step 1: Client Enquiry – Booking In the Client

This is the perfect chance to up sell an entire system prior to meeting with the client. Discuss with client the fantastic teeth whitening system and the benefits of the three different Santorini Smile treatments options (Please refer to double treatment information on previous page) Most clients will see a two shade difference however clients can see results produced up to 4+ shades with the use of the entire system.

Suggested Pricing to entice a customer to purchase the entire system

A single session of 20 minutes	\$99.00
A double session of 20 minutes with a 15 minute break (Total time 55 minutes)	\$149.00 normally \$198.00
A double session of 20 minutes with a 15 minute break (Total time 55 minutes) plus a take home maintenance pen	\$176.00 normally \$243.00

Step 2: Setting Up the Room

Prior to the client arriving ensure the room is clean, neat and well presented. Some people use aromatherapy, which further enhance the client experience. This is individual to each salon, however nice touches such as these are remembered by the client.

Checklist

1. Bed/Chair prepared
2. Trolley with the following
 - a. One Tray Pack which contains: -
 - i. Mouth Tray
 - ii. Dental Bib (chain separate)
 - iii. Finger Wipe
 - iv. Vitamin E and Aloe swab
 - v. Paper Shade Guide
 - b. First Treatment Syringe/Preloaded Tray
(Please refer to double treatment information on previous page)
 - c. Second Treatment Syringe/Preloaded Tray
(Please refer to double treatment information on previous page)
 - d. Chain for dental bib
 - e. Protective Glasses
 - f. Paper cup with room temperature water
 - g. Gloves for technician.
 - h. Mirror
 - i. Sealable sandwich bag for the client to take home the mouth tray for home use.
3. Waste paper bin with plastic bag inserted

Step 3: Prior to Treatment – Booking In the Client

When you book in the client ask them to clean their teeth prior to the appointment and if they wish to bring with them earphones so that they can enjoy some of their own preferred music during the treatment. Also, ensure the client is aware of the appointment duration - depending on the teeth whitening treatment option they select.

Step 4: Prior to Treatment – Preparation of Client

It is important for the client to be well informed and feel comfortable that all staff are trained and knowledgeable about the teeth whitening process. It is also important that staff look professional and are confident in dealing with the client. Introduce yourself to the client and let them know you will be looking after them today throughout the entire process. Now is the time to talk about the 3 step system and lock in the entire follow up program of 3 monthly visits.

Discuss with the client about the following:

- First Treatment - (Please refer to double treatment information on page 4)
- Second Treatment - (Please refer to double treatment information on page 4)
- Maintenance between treatments
- 3 - 6 Monthly visits.

Step 5: Client Treatment

1. Take the client to the pre set room and sit down with them to discuss the process.
2. Give the client the information sheet to read.
3. Ask the client to fill out the Consent Form.
4. Take a few minutes to explain the benefits of the Santorini Smile Teeth Whitening System over others.
5. Go over the recommended program for the client. (Remember a Double-Treatment is always recommended for first time clients.)
6. Seat the client comfortably and lean the chair back or lie down on a massage table.
7. Take a measurement on the Salon Shade Guide of the current teeth colour – use a mirror and confirm the colour with the client .
8. Note the colour on the client treatment card.
9. Ensure the clients head is tilted back as saliva can drip from the mouth. Explain to the client that this is normal.
10. Put on gloves.
11. Place the dental bib on the customer's chest to protect against saliva or spilled liquids. Use chain to secure.
12. Give the client one of the finger teeth wipes so he/she brushes his/her teeth. The whitening gel is more effective on clean teeth. Discard into rubbish.
13. Give client the vitamin E and aloe swab to apply to lips to keep gums and lips moist during treatment.
14. Open the mouth whitening tray and fill the tray with syringe then give it to the client and explain how to insert into mouth. Rest the lips on the cheek retractor.
15. Repeat steps for double treatment.

Instructions for the Teeth Whitening Treatment - Syringes

Step 1: Filling the Mouth Tray

Hold the mouth tray by the handle. Place the tip of the syringe on the centre of the upper inside wall of the tray. Squeeze a line of whitening gel from the centre to the right until you reach the end of the tray making it thinner as you move towards the end of the tray. Repeat the process but making your line to the left.

Now spread the gel evenly over the inside wall of the tray from top to bottom. Repeat the process on the bottom part of the tray. When applying the gel into the mouth tray, make sure not to use too much gel. Doing so may cause the gel to squeeze onto the gums and irritate them. Our syringes come with 3ml of gel, which is enough for 3 treatments. On the top part of the tray you should use 0.5 ml of gel and the same amount on the bottom part.

You should never put anything in the customer's mouth; instead ask them to do it themselves. This is a cosmetic procedure, and as such you are not allowed to put anything directly in the customer's mouth. If you do, it could be considered practicing dentistry without a license. This could easily get you into trouble so please remember it at all times and make sure you train your employees accordingly.



Step 2: Double Treatment - Part 1

(Please refer to double treatment information on page 4)

Once the time has been set at 20 minutes, place the head of the lamp within 5cm of the clients mouth without the lamp actually touching the customer. The light must shine directly on the teeth in order to activate the gel.

The mouth guard will hold the lips apart so that the teeth receive maximum exposure to the light. At this point, before turning on the light, it is a good idea to warn the customer that during the process some of the gel might squeeze onto the gums and that this might produce a tingling or even stinging sensation. Tell them that this is normal and very tolerable. If you don't warn them and their gums begin to sting during the procedure, they will try to get your attention and ask you if it is normal or they might want to stop. So it is always best to warn them ahead of time. Most of them will go through the entire process even if their gums are stinging a little.

NB: If the stinging becomes intolerable, cease treatment immediately.

Once the customer's mouth is open and you have put the lamp close to the mouth, press the Start button. You can now leave the customer and do other things while the light is on in practice we recommend that you check up on the customer every few minutes.

A 20 minute treatment (single session) typically yields an improvement of 2-4 shades.

Before the timer stops you should prepare 2 disposable cups - one of them empty and the other with water.

The lamp will stop automatically once the timer has counted down to zero. Once it stops ask the customer to give you his/her tray and set it aside (you will need to clean it and apply fresh gel from the customer's syringe). Immediately after receiving the tray give the customer the 2 cups so he/she can spit into the empty one and rinse with the one with water. After the customer has finished rinsing, provide a mirror so that he/she can see his/her teeth and appreciate the amount of whitening that has already taken place.

Step 3: Double Treatment - Part 2

You should recommend to your customers that they get a double treatment because the results are more dramatic. Especially if they have never whitened their teeth before! (Please refer to double treatment information on page 4)

With better results, your customers will be more inclined to refer their friends. We recommend that you give customers a 15 minute break before proceeding with the second treatment in a row. This is a good time for the client to have a stretch go to the bathroom or to read some salon information on other services available. A double treatment (which is two consecutive 20 minute treatments in a single visit) typically yields an improvement of 4 plus shades. The more treatments a person does the whiter their teeth get.

Check the clients teeth/gums

Be sure that there are not any white spots or irritation prior to the second treatment. The client should reapply the vitamin E.

Instructions for the Teeth Whitening Treatment - Preloaded Trays

Step 1:

Using preloaded trays takes the hassle out of in salon teeth whitening treatments. Therapists do not need to place the teeth whitening product in the tray at all!

Step 2: Double Treatment - Part 1

(Please refer to double treatment Option 2 information on page 4)

Simply open the 18% Carbamide Peroxide preloaded tray packaging ask the client to place in their mouth themselves. This is a cosmetic procedure, and as such you are not allowed to put anything directly in the customer's mouth. If you do, it could be considered practicing dentistry without a license. This could easily get you into trouble so please remember it at all times and make sure you train your employees accordingly.

Once the time has been set at 20 minutes, place the head of the lamp within 5cm of the clients mouth without the lamp actually touching the customer. The light must shine directly on the teeth in order to activate the gel.

The mouth guard will hold the lips apart so that the teeth receive maximum exposure to the light. At this point, before turning on the light, it is a good idea to warn the customer that during the process some of the gel might squeeze onto the gums and that this might produce a tingling or even stinging sensation. Tell them that this is normal and very tolerable. If you don't warn them and their gums begin to sting during the procedure, they will try to get your attention and ask you if it is normal or they might want to stop. So it is always best to warn them ahead of time. Most of them will go through the entire process even if their gums are stinging a little.

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The lamp will stop automatically once the timer has counted down to zero. Once it stops ask the customer to give you his/her tray and set it aside. Immediately after receiving the tray give the customer the 2 cups so he/she can spit into the empty one and rinse with the one with water. After the customer has finished rinsing, provide a mirror so that he/she can see his/her teeth and appreciate the amount of whitening that has already taken place.

Step 3: Double Treatment - Part 2

The client can now either choose to use a new 6% Hydrogen Peroxide preloaded tray or you can clean the previously used tray and apply fresh gel from the customer's syringe. You should recommend to your customers that they get a double treatment because the results are more dramatic. Especially if they have never whitened their teeth before! (Please refer to double treatment information on page 4)

With better results, your customers will be more inclined to refer their friends. We recommend that you give customers a 15 minute break before proceeding with the second treatment in a row. This is a good time for the client to have a stretch go to the bathroom or to read some salon information on other services available. A double treatment (which is two consecutive 20 minute treatments in a single visit) typically yields an improvement of 4 plus shades. The more treatments a person does the whiter their teeth get.

Check the clients teeth/gums

Be sure that there are not any white spots or irritation prior to the second treatment. The client should reapply the vitamin E.

After Treatment Care - Take Home Whitening Pen

Continuing the whitening process at home between salon treatments ensures a lasting whitening effect. Take Home Whitening Pens are a necessary part of the treatment regime so that the customers can get their teeth a few shades whiter or work on specific teeth that need more whitening than others (usually the lower teeth). This twist and click pen is very easy to use.

The customer needs to turn the handle a few clicks until the gel extrudes through the brush tip, brush the gel on the visible part of the teeth. The customer should do this for 15 minutes daily for 7 days in order to continue the whitening process. Depending on their teeth whitening history they should alternative between two different types of pens (Please refer to double treatment information on page 4)

IMPORTANT: Make sure you tell your customers NOT to eat or drink anything except water for at least one hour and preferably two hours after the treatment. They should also avoid coffee, tea, cola's, red wine, grape juice, other dark liquids, sauces for at least 24 hours and preferably 48 hours.

Santorini Smile Teeth Whitening System is not suitable for the following clients:

- Pregnant or lactating women
- People with poor enamel or decalcification caused by excessive use of fluorides.
- People with periodontal disease including gingivitis or gums in poor condition
- People who wear braces or who had their braces removed less than 6 months ago
- People who recently had oral surgery
- People with decaying teeth or exposed roots
- People with open cavities
- People with a history of allergic reactions to peroxide products
- People with silver fillings in, near or behind the front teeth
- People under the age of 18

Product Range



Santorini Smile™
Teeth Whitening Salon
Investment Deal 2



Professional Teeth Whitening LED Lamp



Santorini Smile™ Teeth Whitening Salon Investment Deal



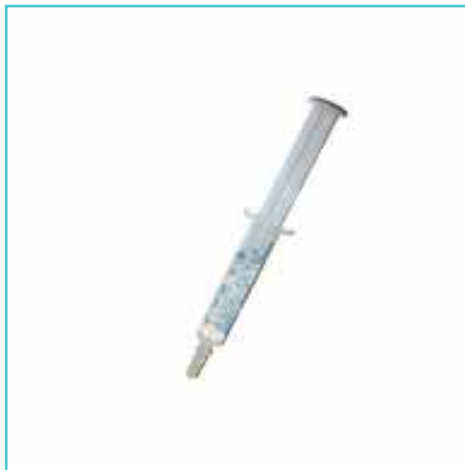
Express LED Lamp

Preloaded Whitening Tray
Carbamide Peroxide 18%

Preloaded Whitening Tray Hydrogen Peroxide 6%



Syringes
Zero Peroxide Whitening Gel

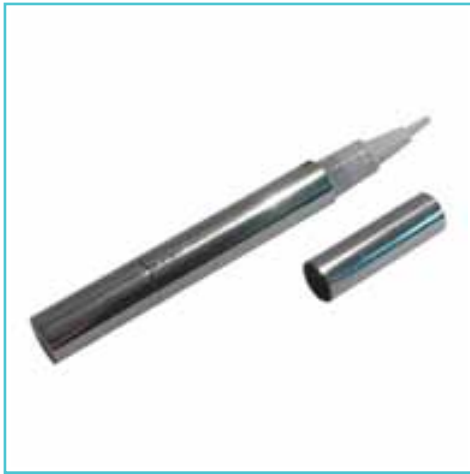


Syringes
Carbamide Peroxide 18%



Syringes
Hydrogen Peroxide 6%

Product Range



Whitening Pens
Zero Peroxide Whitening Gel



Whitening Pens
Hydrogen Peroxide 6%



Remineralizer Gel



Tray Pack



Santorini Smile™
Teeth Whitening Box



Santorini Smile™
Teeth Whitening System



Santorini Smile™
Refill Gel Kit



Santorini Smile™
Activated Teeth Whitening Charcoal



Santorini Smile™
Complete Take Home Collection

Before & After Photos



SantoriniSmile
teeth whitening system

At BeautyExpo Melbourne Glenn from Professional Beauty stopped by a for a quick in salon teeth whitening treatment!

What a before and after!

"Thanks for the sparkling white teeth!"
- Glenn Silburn - Professional Beauty

Santorini Smile™ Activated Teeth Whitening Charcoal features:

-
- Santorini Smile®**
teeth whitening system
ORGANIC & NATURAL
ACTIVATED TEETH WHITENING CHARCOAL
2 FL. OZ. | 59 ML
WWW.MITWS.COM.AU
- Santorini Smile® Organic & Natural Activated Teeth Whitening Charcoal. For whitening, stain removal, and fresh breath. 100% Natural. No harsh chemicals. No fluoride. No peroxide. No abrasives. No harmful ingredients. No artificial flavors. No artificial colors. No artificial sweeteners. No artificial preservatives. No artificial anything.

MADE IN USA

Santorini Smile - Teeth Whitening System Consent Form

This product is being purchased at _____ (Salon Name)

Thank you for purchasing the Santorini Smile Teeth Whitening System. This teeth whitening system is considered as an over the counter whitening system. This teeth whitening system is self administered using a tray and applicator and trained staff may demonstrate its use but are in no way entitled or certified to place their hands in your mouth at anytime during this self administered treatment.

You are welcome to use our led light source under the guided parameters once you have read and signed this standard informed consent form.

Indications for use: For cosmetic treatment of naturally discoloured teeth. This gel will not whiten crowns, dentures or veneers, or will not harm dental work. Our new formula whitening gel enters the porous enamel of the teeth and gently oxygenates the discolouration of the teeth without changing the structure of the teeth whatsoever.

Cautions and disclaimer: A light source may aid in accelerating the ions in the gel producing faster results. When used properly the results are dramatic but actual results may vary. While an LED light source is considered safe by independent studies, use of this light is at your own risk and we, by no means warrant the results or substantiate claims that the light source whitens your teeth. The active ingredient hydrogen peroxide is what makes your teeth whiter not the LED lamp.

Signing this consent form frees all distributors, manufacturers, and affiliates from all liability associated with the use of this formulation or system or additional use of any light source. Always check with your dentist before using any teeth products. Do not use if pregnant or lactating. Do not use if periodontal disease or other medical conditions exist in the mouth. Do not use if you have a history of allergic reactions to peroxide products. Do not chew or use tobacco or drink alcohol during your treatment. Temporary side effects of tooth sensitivity or mild tissue irritation may occur but are usually transient and may last for a day or two. Avoid beverages that contain citrus and hot and cold drinks for the next 24 hours. If you have any adverse reactions terminate treatment and consult your health professional.

I _____ (Please print name)
free all associates, manufacturers, their distributors, and our staff from all liability in association with the use of this product or light source. Furthermore, I will not hold liable the above mentioned associates for any damages general or unforeseen, present or future, for any adverse conditions of any type, caused directly or indirectly by the use of this product or light source. I understand that any claims, representations, and advice by our trained professionals in regards to teeth whitening or our light source is not warranted and therefore is not guaranteed. I hereby declare that I am 18 years old and have consulted with my dentist before using this self administered over the counter teeth whitening product. I have read the above declarations and consent to the use of hydrogen peroxide and its components or light source for use at my own risk.

I understand that the use of our or any light source used at my discretion and not by the advice of above affiliates may not have bearing on the overall effect of this or any formulation as a means to whiten teeth.

Signed: _____	Date: _____
Email: _____	Mobile Number: _____
Address: _____	
Suburb: _____	State: _____ Post Code: _____



*Santorini*Smile
teeth whitening system

mediterranean[®]
TAN, WAX & BEAUTY