



# e-Bright Tooth Whitening Accelerator Home Edition

Product Profile v3.1

The e-Bright Tooth Whitening Accelerator Home Edition brings the power and effectiveness of professional, dental office whitening direct to the consumer providing dramatic results in just three treatments of 20 minutes.

9/1/2008

## THE E-BRIGHT: PROFESSIONAL WHITENING RESULTS FROM THE COMFORT OF HOME

Developed by dentists with comfort and safety in mind, the e-Bright Tooth Whitening Accelerator is the first over-the-counter teeth whitening system to combine the light-accelerated whitening technology used in dental offices with a gentle, safe, and effective whitening gel. Clinically proven to whiten teeth dramatically in only three, 20 minute treatment sessions, the e-Bright system is an enamel-safe, take-home whitening system that removes years of stains in a simple, effective treatment.

Based on the same technology used in the BEYOND™ Power Whitening Accelerator, our professional, in-office bleaching system, the e-Bright contains 18 light emitting diodes (LEDs) that emit an intense visible blue-white light with a wavelength of 480-520 nanometers, the most effective wavelength for light-accelerated tooth whitening.



When combined with the application of the 6% hydrogen peroxide, over-the-counter strength e-Bright whitening gel, the light from the e-Bright LED light unit accelerates the tooth whitening process by significantly increasing the rate at which the hydrogen peroxide solution breaks down and oxygen is released. This creates an oxidation effect inside the teeth and the visible stains inside the teeth (caused by the accumulation of long-chain carbon based molecules from staining food, drinks, and tobacco products) are broken down, rendering them neutral in color, and restoring teeth to their natural color.

## INNOVATIVE LIGHT-ACCELERATION TECHNOLOGY

The e-Bright utilizes an intense cold-light light source at a wavelength of 480 to 520 nanometers to accelerate the whitening process. Light-acceleration whitening technology is not a new trend, and many of the professional, in-office dental whitening systems also use LEDs to emit the 480-520 nanometer wavelengths that are beneficial for whitening. The e-Bright is the first system to introduce this kind of light-acceleration technology to the over-the-counter, home-use retail market.

It should be noted that there are several other systems on the retail market that make claims to use “light acceleration” technology. However these claims are oftentimes based on the use of several, often flashing, low-intensity LED lights embedded in a whitening tray. These systems do not produce significant light output and are not true light-acceleration systems. Such systems may provide some whitening effect as a result of the whitening gel, but the process is not comparable to that of the e-Bright.

## HYDROGEN PEROXIDE-BASED WHITENING GEL FOR SUPERIOR WHITENING

Hydrogen peroxide is the active agent in the e-Bright whitening gel. This differs from most other over-the-counter whitening products, most of whom use carbamide peroxide (sometimes called urea peroxide). This is

This Product Profile contains information which is PRIVILEGED, PROPRIETARY AND CONFIDENTIAL and is intended only for the evaluation of the product by authorized individuals. All contents are subject to copyright protection. This document and its contents in part or whole, including images and/or attachments may not be reproduced or transmitted without permission from BEYOND™ Technology Corp., BEYOND™ Dental & Health Inc, or its subsidiaries.

because carbamide peroxide is more stable than hydrogen peroxide and therefore has a longer shelf life. However, although both hydrogen peroxide and carbamide peroxide will whiten teeth, hydrogen peroxide at an equivalent strength is clinically proven to whiten faster. This is because hydrogen peroxide is readily converted to water and oxygen, whereas carbamide peroxide must first break down into hydrogen peroxide and urea, before completing the chemical process. This slower chemical reaction makes carbamide peroxide more appropriate for whitening trays that need to be worn overnight, but not a viable option for quicker and more convenient whitening treatments as seen with the e-Bright.

The percentage of hydrogen peroxide in the whitening gel is also an important contributing factor to the treatment time and results. The e-Bright uses a 6% hydrogen peroxide whitening gel. By comparison, dental offices use up to 38% hydrogen peroxide for chair-side whitening treatments. Over-the-counter products typically use 6% hydrogen peroxide (or the equivalent in carbamide peroxide) in order to ensure customer safety and to minimize risk of sensitivity and irritation to surrounding soft tissues. With teeth whitening, the general rule is the higher the percentage of hydrogen peroxide, the faster the whitening treatment. Therefore the difference between over-the-counter and in-office whitening gel percentages explains why tooth whitening at the dentist office can be done in one treatment, while home whitening can take significantly longer. However, with a higher percentage of hydrogen peroxide comes an increased risk of the customer developing sensitivity during or after the treatment – making the lower, 6% hydrogen peroxide gel used with the e-Bright a better tooth whitening option for those prone to sensitivity teeth.



In the same sense, prolonged exposure to hydrogen peroxide, even at a lower, over-the-counter level, will also increase the risk of sensitivity. In this way, the e-Bright treatment, with a combination of 6% hydrogen peroxide whitening gel and cold-light technology is a better choice than those over-the-counter whitening systems that require repeated application of whitening gel over the course of several days or weeks.

## MARKET NOTES AND COMPETITORS – RETAIL WHITENING SYSTEMS

The e-Bright system will compete directly with the traditional “boil & bite” tray systems available on the market, as well as some of the newer, thinner-fitting, ready to wear tray systems, paint-on application gels, and whitening strips. Without light acceleration, these treatments are relatively slow and take a significantly longer time for treatment than the e-Bright system.

The retail tooth whitening market is a massive multi-billion dollar, growing market. It is estimated that more than 100 million Americans have purchased or used a home whitening product in the last 2 years. The market is estimated to reach 10 billion dollars in the U.S. alone by 2010.

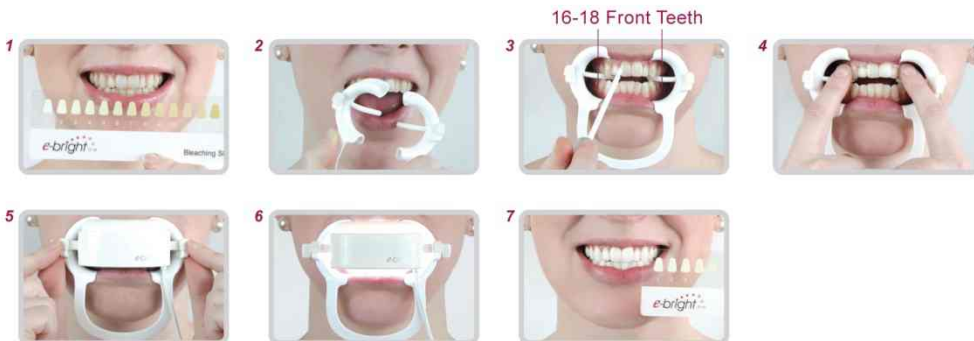
This Product Profile contains information which is PRIVILEGED, PROPRIETARY AND CONFIDENTIAL and is intended only for the evaluation of the product by authorized individuals. All contents are subject to copyright protection. This document and its contents in part or whole, including images and/or attachments may not be reproduced or transmitted without permission from BEYOND™ Technology Corp., BEYOND™ Dental & Health Inc, or its subsidiaries.

Like most beauty products, the results from use of teeth whitening products are temporary. Tooth whitening results last from six months to two years depending on the diet and oral hygiene of the user. It is worth noting that users of teeth whitening products tend to become repeat users as results slowly fade over time. This tendency towards repeat purchasing has made tooth whitening another beauty standard rather than a short-lived trend or fad. In recent years, tooth whitening has come to be considered as an integral part of the American beauty culture, fueled further by popular media; “Hollywood smiles”, music stars, models, and beauty magazines, and continues to spread in popularity to countries worldwide.

#### SIMPLE, EFFECTIVE TREATMENT FOR MAXIMUM RESULTS

The e-Bright treatment is broken down into 20 minute applications of whitening gel. This ensures that the whitening gel is always active and total treatment time is minimized. The hydrogen peroxide in the e-Bright whitening gel begins to break down as soon as it is applied to the teeth and exposed to the LED light. This makes the whitening process very effective and quick; however it also means that the whitening gel will become inactive in about 25-30 minutes. Therefore, to maximize efficacy, we only recommend that the customer apply the whitening gel for 20 minutes. This is the optimal whitening range and any longer application will not lead to a significant increase in whitening results. The short treatment time can also be marketed as a convenience to the customer. If they need to wear a whitening product for an hour at a time, twice a day, then the treatment is no longer convenient.

The e-Bright procedure is simple and straightforward. After watching the included instructional DVD and reading the multi-lingual instruction manual, the customer should be able to perform the treatment on themselves without any difficulties. The following is a step-by-step photo outline of the procedure:



After three, 20 minute applications, the customer will already see dramatic whitening results. If he or she has already reached his or her desired whitening results, then he or she can stop the treatment here. However, for maximum results, we recommend that the customer perform an additional two, 20 minute applications for five full applications. There is enough whitening gel in the tube and enough whitening strips for five applications.

This Product Profile contains information which is PRIVILEGED, PROPRIETARY AND CONFIDENTIAL and is intended only for the evaluation of the product by authorized individuals. All contents are subject to copyright protection. This document and its contents in part or whole, including images and/or attachments may not be reproduced or transmitted without permission from BEYOND™ Technology Corp., BEYOND™ Dental & Health Inc, or its subsidiaries.

The e-Bright can also be used by more than one person. Refill packs will need to be purchased to obtain additional whitening materials, but the LED light unit and cheek retractor can all be used by more than one person. The LED light unit does not come into contact with the customer's mouth during treatment and the cheek retractor can be rinsed off between uses or sterilized with cold solution sterilization if desired.



## THE COMPLETE E-BRIGHT PACKAGE

The e-Bright comes ready for immediate use and includes the following items:



e-Bright Tooth Whitening Accelerator Home Edition		ACCESSORIES	
<b>BY-EB598</b>	e-Bright Tooth Whitening Accelerator Home Edition (1 Instructional DVD; 1 Instruction Booklet; 1 Cold-light Unit and Battery Pack; 1 Cheek Retractor; 1 Whitening Gel; 5 Whitening Activators (light-activated film); 1 BEYOND™ Pearl White Toothpaste (30g); 1 Soft Travel Bag; 1 e-Bright Bleaching Shade Guide; 4 AA Batteries)	<b>BY-EB031</b>	Instructional DVD
<b>BY-EB101</b>	e-Bright Refill Pack (1 Whitening Gel; 5 Whitening Activators)	<b>BY-EB032</b>	Instruction Booklet
		<b>BY-EB041</b>	Cold-light Unit and Battery Pack
		<b>BY-EB012</b>	e-Bright Cheek Retractor
		<b>BY-EB021</b>	e-Bright Whitening Gel
		<b>BY-EB022</b>	Whitening Activators (light-activated film)
		<b>BY-OC032</b>	BEYOND™ Pearl White Toothpaste (1.2 Oz/35g)
		<b>BY-EB011</b>	BEYOND™ e-Bright Shade Guide
		<b>BY-EB013</b>	AA batteries

Everything needed for the complete treatment is included in the package. All non-consumable items come with a three-year manufacturer's warranty and all consumable items are guaranteed through the expiration date on the package.

This Product Profile contains information which is PRIVILEGED, PROPRIETARY AND CONFIDENTIAL and is intended only for the evaluation of the product by authorized individuals. All contents are subject to copyright protection. This document and its contents in part or whole, including images and/or attachments may not be reproduced or transmitted without permission from BEYOND™ Technology Corp., BEYOND™ Dental & Health Inc, or its subsidiaries.