

Colgate®

RECOMMEND THE SCIENCE OF SHINING

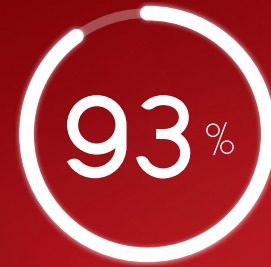


WITH
1450^{PPM}
FLUORIDE

✓
ENAMEL
SAFE

DEEP
OXYGENATED
ACTION

WHITER TEETH ARE ASSOCIATED WITH GREATER SELF-CONFIDENCE. HOWEVER, AN INCREASING NUMBER OF PATIENTS HAVE CONCERNS ABOUT THE APPEARANCE OF THEIR TEETH¹



OF PEOPLE WANT TO FEEL MORE CONFIDENT IN THEIR SMILE²

STAINS IMPACT THE COLOUR OF A TOOTH

Daily habits, mechanical wearing, and ageing can all cause tooth staining.¹ Stain molecules bind to the electron rich areas in **both enamel and dentine**. These molecules contain chromophores that absorb light, causing the tooth to appear a darker colour.

UNTIL NOW, PATIENTS HAVE HAD TO CHOOSE BETWEEN:



REGULAR WHITENING TOOTHPASTES

For **enamel stain removal only**. These can often be perceived as abrasive and **not suitable for everyday use**.³



PROFESSIONAL WHITENING

To reach stains **both on the surface and below the enamel**. This treatment is **not appropriate for all**, including **those with sub-optimal oral health or accessibility issues** due to cost.³

INTRODUCING COLGATE® MAX WHITE ULTRA WITH PATENTED MPS TECHNOLOGY

MPS patented technology with **deep oxygenated action** works to **decolourise deep stain molecules** beyond the enamel surface.¹

Active oxygen breaks the **chromophore bonds** responsible for the stain's colour, reducing their ability to absorb light giving the appearance of a whiter tooth.⁴

WITH 1450 ppm FLUORIDE FOR
EFFECTIVE CARIES PREVENTION⁵



NOW YOU CAN SUPPORT YOUR PATIENTS LOOKING FOR WHITER TEETH WITH COLGATE® MAX WHITE ULTRA

WHITER TEETH
IN JUST
3 DAYS*

EFFICACY

Clinically proven whiter teeth*
with 1450ppm fluoride



ENAMEL SAFE

Non-abrasive and suitable
for everyday use



ACCESSIBLE

Affordable and convenient
for your patients



RECOMMEND COLGATE® MAX WHITE ULTRA AS AN EVERYDAY
WHITENING TOOTHPASTE, FROM A BRAND YOUR PATIENTS
KNOW AND TRUST**

(MPS: Potassium Peroxymonosulfate). Unlike regular whitening toothpastes that only remove surface stains. *Stains caused by food & drink vs fluoride toothpaste after 3 days. **YouGov Omnibus for Colgate® UK, data on file June 2015. Claim applies only to the Colgate® brand.

References: 1. P. Gomes, et al. 2023, Scientific Reports, 13(1), p.16349. 2. Kantar 2021 Global Monitor Study. 3. DAN insights, January 2024, Data on File. 4. J Brady, et al. 2008, Chemistry: The Molecular Nature of Matter. 5. Delivering better oral health - an evidence-based toolkit for prevention, Office for Health Improvement and Disparities' 2021.