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SMILEDIRECTCLUB PREMIUM TEETH WHITENING KIT

PRODUCT DETAILS

Item: 4 Pack with LED Light

Retail price: \$40

Launch date: Q1, 2020

Where to buy: Shop.SmileDirectClub.com (.ca for Canada), Amazon, Walmart

Country availability: U.S., Canada

PACKAGE CONTENTS

x4 .047 fl. oz. (1.4ml) premium teeth whitening pens

x2 phone adapters compatible with Apple® and Android™ devices

1 Whitening Accelerator Light

1 travel case

PRODUCT DESCRIPTION

The SmileDirectClub Premium Teeth Whitening Kit includes 1 complete treatment – everything you need to brighten your smile up to 9 shades in 1 week,¹ including 4 whitening pens, each with enough gel for 4 applications (or 2 days' worth). The kit also includes our patented 20-LED Whitening Accelerator Light that features the same whitening technology used by dentists, to enhance the power of our premium teeth whitening gel. Simply whiten for 5 minutes, 2x/day for 1 week for your brightest smile yet.

BENEFITS

Premium teeth whitening gel

- Up to 9 shades whiter in just 1 week.
- Short wear time – just 5 minutes, 2x/day for 1 week.
- 3x quicker than 30-minute daily whiteners.
- ½ the overall treatment time of 2-week whiteners.
- Starts whitening after just 1 use.²
- Same enamel-safe formula used by dentists, with low sensitivity.³
- No-mess brush applicator keeps gel off hands and on teeth.
- Cool mint flavor. Plus, it's vegan and gluten-free.

Whitening Accelerator Light

- Same technology used by dentists.
- Boosts whitening results when worn while whitening with SmileDirectClub premium teeth whitening gel.⁴
- Plugs into your smartphone or USB port.
- Includes 2 extra phone adapters to connect to both Apple® and Android™ devices.

^{1,2}Average results when used as directed. Results may vary.

³Compared to a professional in-office dental treatment.

⁴Shade improvements observed vs. whitening without light.

FAQs – Premium Teeth Whitening

What is SmileDirectClub Premium Teeth Whitening?

- It's a premium from-home whitening treatment, intended for customers 12 and older, that includes a fast-acting, low-sensitivity formula that gets teeth up to 9 shades whiter when used for 5 minutes, 2x/day for 1 week.¹

How long does it take to work?



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- Our teeth whitening gel starts whitening after just 1 use.²
- 1 complete treatment takes 1 week to complete when applied 2x/day for 5 minutes.

How much supply of the product is included?

- 1 complete treatment is included in your Premium Teeth Whitening Kit.
- This includes 4 teeth whitening pens, each with enough gel for 4 applications (or 2 days' worth).
- If there's extra gel left over after your treatment, it's safe to continue using it, or save for a touch-up when you need it.

How do I use the teeth whitening kit?

- To complete 1 treatment, wear the gel and light for 5 minutes, 2x/day, for 1 week.
- Twist the bottom of the pen until a droplet of gel forms on the brush.
- Brush it onto your teeth in a circular motion. The gel will foam.
- Plug the LED light into your smartphone or USB port using the power adapter that fits.
(For complete instructions on using the light, see the section titled "**FAQs – Whitening Accelerator Light.**")
- Insert the light, gently bite down, and pull your lips over the top. Wear it while you whiten.
- After 5 minutes, remove the light and spit out the excess gel – but do not rinse your mouth with water.
- Rinse the mouth tray portion of the light, then thoroughly dry it with a clean towel.
- For best results, do not eat or drink for 20 minutes. The teeth whitening gel will continue to absorb into your teeth.

How often can I do a complete treatment?

- It is safe to use for up to 14 days straight for stubborn stains.
- Repeat every couple of months or as needed to maintain results.

Can I still consume staining drinks and foods?

- SmileDirectClub Premium Teeth Whitening works best, and the results last longer, when staining foods and drinks are avoided.

Is it safe on tooth enamel?

- Yes, the whitening gel is enamel-safe and specifically formulated for sensitive teeth.

What are the main ingredients in the gel?

- Hydrogen peroxide is the primary whitening agent.
- The complete list of ingredients includes: polyethylene glycol, water, hydrogen peroxide, poloxamer 188, t-butyl alcohol, etidronic acid, sodium stannate, EDTA, mentha piperita (peppermint) oil.

Will whitening with SmileDirectClub Premium Teeth Whitening cause tooth sensitivity?

- Our whitening gel is specifically formulated to deliver brighter teeth with low to no sensitivity. However, if you do feel any discomfort, discontinue use for 24 hours.
- The short wear time of our whitening treatment (just 5 minutes, 2x/day for 1 week) is designed to reduce painful sensitivity that often accompanies other whitening treatments with longer wear times.

Can I whiten my teeth while wearing my SmileDirectClub aligners?

- No. Take out your aligners and brush your teeth prior to whitening.

Will the gel whiten my teeth if I have fillings, bonding, or veneers?

- Our gel only works on natural teeth and will not whiten veneers.
- Using the gel with bonding or fillings may discolor your teeth.

Is it OK to whiten while I'm pregnant or breastfeeding?

- We recommend that women who are pregnant or nursing check with their doctor before beginning any teeth whitening treatment.

Is the gel vegan?

- Yes. It's also gluten-free, soy-free, and lactose-free.

Is there an age requirement for using SmileDirectClub whitening gel?



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- SDC Premium Teeth Whitening is only intended for use by customers aged 12 years or older.

If the whitening gel is expired, can I still use it?

- There is no known negative impact from using an expired pen, but there may be reduced effectiveness of the whitening after the expiration date.
- You can locate the expiration date on the bottom of each whitening pen.

FAQs – Whitening Accelerator Light

Is the light included in the pack?

- Yes. 1 corded light is included along with a travel case.
- Also included are 2 smartphone power adapters to connect to both Apple® and Android™ devices. These 2 adapters are in a small purple pouch inside the travel case.

Do I have to use the light while whitening?

- You don't have to use the light, but you might see better results if you do.

What does the LED accelerator light do?

- The light enhances the power of our gel using the same type of LED light technology used by dentists.
- It activates SmileDirectClub's exclusive gel formula to start working faster.
- The mouthpiece's comfort-bite plate also acts as a barrier between the gel on your teeth and your salivary flow, helping keep the gel in place for the full treatment.

How do I use my light?

- First, identify the phone adapter that works with your smartphone device. Start by trying to connect the corded light directly to your phone. If your light works, you're good to go.
- If it doesn't work (or fit), open the purple pouch in the travel case labeled "Smartphone Power Adapters."
- Inside, there are 2 adapters – 1 Lightning adapter for Apple® devices and 1 USB-C adapter for Android™ devices. Connect the one that corresponds to your brand of smartphone. Once your light is working, you're ready to whiten.
- Apply the gel, then plug the light into your phone.
- Insert the powered light into your mouth.
- After 5 minutes, remove the light and unplug it from your phone.
- Spit out excess foam if needed.
- Using lukewarm water, rinse and wipe off excess gel from the mouthpiece. Dry the light with a clean towel and store in its case.
- Because the case has limited space, we suggest removing the detachable adapters to avoid damaging them.

My LED light turns off when my phone locks. Why?

- When the light is connected to your smartphone, you need to keep the phone unlocked in order for the light to work. Unlock your phone and keep it unlocked for your complete 5-minute treatment.

My LED light won't turn on when I plug it into my smartphone. How do I fix this?

Review the possible causes listed below and the steps to fix each:

1. **Low battery power:** Make sure your phone has at least 50% battery life.
2. **Low power and sleep modes:** If your phone is running on low power or sleep mode, the light may not be getting enough power to light.
3. **Incorrect phone settings:** Ensure your phone is not locked and in "awake" mode while using your light.
4. **Wrong smartphone power adapter:** In addition to the connector attached to the cord on the light, your kit comes with 2 additional smartphone power adapters. Instructions for identifying the right one are answered in the question "**How do I use my light?**"

What kind of smartphones does the light work with?

- Your Whitening Accelerator Light comes equipped with 3 total power adapters that work with most smartphone brands.



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1. **Micro USB** (the connector on your light's cord). This type of connector can be used with most portable battery chargers.
2. **USB-C adapter.** Designed to work with all Android™ devices.
3. **Lightning adapter:** Designed specifically for all Apple® products (iPhone, iPad).

Is there any latex in the LED light?

There is no latex used in the manufacture of the light.

For all customers still having issues, transfer or direct them to the Oral Care team.

^{1,2}Average results when used as directed. Results may vary.