

➔ A LOOK AT

EVOLVE DENTAL TECHNOLOGIES INC.

Why should dentists look at KöR Whitening Deep Bleaching over other brands out there?

To sum it up, our system works. Virtually every dentist using KöR has found us because they've tried several other systems and have been frustrated with all of them. It's great to give the customer what they "want" (fast treatment), but when the laws of physics and chemistry don't allow a fabulous, long-lasting result with a "fast" treatment, what's the point? Instead of "fast," our three goals are: 1) Truly white teeth, 2) Permanent results, and 3) The lowest sensitivity possible. I've been involved in teeth whitening research since 1977, and I know what works. I know the science inside-out. With the above goals identified, we simply utilize the science, properly applied, to get us there.

You said dentists are frustrated with their whitening systems. What are their frustrations?

There are three main frustrations: Unpredictability is the biggest, and of course sensitivity and temporary results.

Does Evolve address those frustrations?

Absolutely! That's why dentists are beating a path to our door now. Any dentist who has whitened the teeth of a 14-16 year-old has seen those teeth become VERY white very quickly. But when whitening a 75-80 year-old patient, it's like beating your head against the wall. Teeth become clogged up within the microstructure over time and lose the ability to absorb the bleaching factors from peroxide. That is one of the main reasons for unpredictability. Peroxidase antioxidant enzyme in saliva and sulcular fluid destroy peroxide on contact. Our KöR-Seal Whitening Trays seal in the gel, and more importantly, seal out the damaging saliva and sulcular fluid. The combination of KöR-Seal Whitening Trays and slow-release KöR Whitening gels provides 6+ hours of whitening, with some activity shown out to 10 hours. Most dentists have read the studies showing that typical whitening gel in ordinary custom whitening trays are only aggressively active for 25-35 minutes. By achieving 6+ hours of strong activity, the KöR System is able to not only thoroughly whiten, but thoroughly cleanse out all the clogged-up debris, rejuvenating teeth back to their youthful ability to absorb bleaching factors. The result is predictable and impressive whitening on all patients.



Dr. Rod Kurthy,
Developer of the KöR Whitening
Deep Bleaching System

As far as sensitivity, KöR Desensitizer works by instantaneously plugging open dentinal tubules. KöR Desensitizer is used in-office and also is part of every at-home whitening kit. Patients apply desensitizer every day to maintain plugged dentinal tubules throughout the whitening process. It's our goal to PREVENT sensitivity instead of treating it once it occurs. Also, refrigeration of all whitening gels means we don't need to put stabilizers in our whiten-

ing gels. Stabilizers can increase osmolarity 11-fold, which greatly increases sensitivity. Having a very low osmolarity means much less sensitivity. So refrigeration also helps reduce sensitivity. And as far as temporary results, we whiten and cleanse teeth so thoroughly that patients can still consume their coffee, tea and red wine, and as long as they follow the simple at-home maintenance, their result will be entirely permanent.

How can dentists present whitening in a way that is attractive to patients with a mind on both their smile and their pocketbooks?

In today's economy, patients are looking for a less expensive way to enhance their appearance—for more personal and professional success. Whitening is obviously less expensive than veneers, etc. The problem has been that patients have seen whitening as unimpressive, uncomfortable and short-lasting, and therefore a "frivolous expense." When you can show patients the fantastic predictable results, the lower sensitivity and the permanent results, they then

see whitening as an "investment." It now becomes not only something they "want," but something they feel they "need."



**Evolve Dental
Technologies Inc.**

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For two white papers outlining the science behind Evolve's stated results, visit evolvedental.com.

FEATURED PRODUCT & BENEFITS



KöR Whitening Deep Bleaching System

The KöR Whitening Deep Bleaching System ensures optimal whitening with the lowest sensitivity possible. KöR offers whitening systems for every situation and type of patient. The KöR System is available as a nighttime or daytime at-home-only system, as well as, the "full KöR System," which is at-home whitening followed by in-office whitening. A special protocol for difficult cases, such as tetracycline, is even available.



Tri-barrel Hydremide Peroxide Technology

KöR in-office whitening gels feature the proprietary Dual Activated, Tri-Barrel Hydremide Peroxide formula, developed by Dr. Kurthy. KöR is the first teeth-whitening system to utilize this tri-barrel design. For maximum gel effectiveness there are many ingredients that should not be mixed together until ready for use. Keeping the chemistry separated into three barrels enabled Dr. Kurthy to overcome many previous obstacles of whitening gels.



A Competitive Edge

Evolve Dental Technologies is the first company ever to refrigerate (even during shipping) an entire line of whitening products. Evolve Dental goes through the effort of constantly refrigerating their entire line of KöR Whitening gels to ensure they are received by the dentist as fresh and effective as the day they were manufactured.