

Perfection made possible

How *GlamSmile* makes every smile permanently whiter

A number of different processes discolor the teeth and cause a yellowish tint. Our *GlamSmile* treatments put an end to all of that. In the first place, we can use our highly effective bleaching technique. Or we can apply ultrathin veneers to the teeth. These quick and painless procedures enable us to restore the original color to anybody's teeth.

Beautiful white teeth? All it takes is a simple treatment. How? Download your free *White Paper* here!

GlamSmile designs the perfect smile

Esthetic dentistry: white teeth, quick and painless

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Perfect white teeth once again: How?

A beautiful smile is worth a lot. It boosts your self-confidence and opens doors. But sometimes you need an extra little nudge to dare to knock. Because the teeth, which are the foundations of every smile, do not remain white or flawless. Hereditary factors, eating habits and age play a large role in the discoloration process. And sometimes even an open door or an afternoon of sport can result in unexpected disaster for your teeth.

The answer? *GlamSmile*. Our methods give every set of teeth an esthetic boost. Discolored teeth? A bleaching or whitening treatment restores the natural color. In-depth cleansing of the tooth enamel with hydrogen peroxide destroys the molecules that discolor. But please note: for us, 'whiter than white' is an empty slogan that promises the impossible. Because there is no treatment, no matter how successful it may be, that makes the tooth color whiter than the original shade.

GlamSmile has yet another esthetic solution for the teeth: veneers. We use a patented method to bond these ultrathin porcelain 'shells' to the front surface of the teeth. Ideal for discoloration, but also for flawlessly concealing crooked, broken or small teeth.

The specific solutions provided by the *GlamSmile* specialists are one hundred percent effective. As well as painless and quick.

The problem: discolored, crooked, broken or small teeth

With the passage of time, teeth inevitably lose their white color. But the impact varies according to individual dental composition and structure. A variety of different (external and internal) processes play a significant role in this development.

Thus the color of the teeth, just like the whites of the eyes and hair or skin color are determined by heredity. Those who by nature have thicker dentine will develop yellow teeth sooner. Because the dental enamel is nearly one hundred percent transparent – and thus also for the dentine.

Diet, medications and lifestyle play an important role. The aggressive pigments, for example, in coffee, tea, red wine, cigarettes and certain medications are the worst enemies of white teeth.

Age is another factor that is not to be underestimated. Due to abrasion, exposed roots and brittle enamel, pigments penetrate more easily into the porous dentine. In addition, because the dentine grows with age, the teeth spontaneously take on a darker color with the passing of time.

Processes relating to heredity, diet and age can all have negative effects on the surface of the teeth. Bleaching is an effective remedy for this problem, though it does need to be repeated over time.

However, with intrinsic discoloration, this bleaching procedure achieves little or no improvement, because the process is taking place *inside* the tooth structure. Tetracycline discoloration (certain antibiotics) and fluorosis (due to excessive intake of fluorine) are examples of such internal processes. Our patented *GlamSmile* veneers put an end to the visible consequences and, what is more, they keep their color permanently.

Naturally, teeth run more risks than just discoloration. Because they can also suffer physical damage. As a result of accidents, contact sports, falls or painful collisions. Broken or damaged teeth are no fun. And besides that, they don't look good.

In some cases there's not even any need for unexpected contact with a door, wall, foot or fist to have imperfect teeth. Some people develop crooked teeth very early in life. The one person resigns him or herself to it, but for the other it becomes a real nightmare. Not only crooked teeth, but also undersized teeth are often both an esthetic and a practical problem. For example, when chewing.

For all these problems – broken, crooked or small teeth – *GlamSmile's* veneers are the perfect solution.

Our specific solutions

A. Bleaching

The bleaching of teeth with our *GlamSmile* products is totally painless and 100% safe. And what if the consumer *nevertheless* feels a slight tingling during the treatment? Then it will certainly last only a short time.

Do our treatments guarantee a long-lasting result? This depends mainly on the tooth structure and on the above-mentioned processes affecting the external appearance. Does the consumer smoke regularly? Does he often enjoy drinking red wine? Then the molecules of the coloring agents will more quickly find their way back into the dental enamel.

1. Bleaching done by the dentist with Formulation +

GlamSmile collaborates with a large number of reputable dentists. The consumer can consult with them for a treatment with *Formulation +*. This special gel, in combination with an *ultraviolet lamp*, bleaches teeth in record time. After an hour and a half, the teeth are as much as *ten* shades whiter. Of course, the dentist first applies a protective layer to the gums so the consumer will feel no pain.

2. At home: *GlamSmile White Boost*

Many people would rather avoid a visit to the dentist's office because they associate it with discomfort. They can bleach their teeth at home themselves with our *White Boost* products. Available without a prescription – but only from the dentist (thus *not* from the pharmacy). The clear and complete directions in the information leaflet provide the user with all the necessary guidelines.

The ***GlamSmile White Boost*** package consists of a mouthpiece and ten foam strips. These strips fit perfectly in the mouthpiece and take on the form of the full arch of teeth. The specific design provides for a comfortable fit in the oral cavity. The ten strips that the consumer applies over the course of five consecutive days bleach the teeth thoroughly.

B. Veneers: quick, painless, permanent white

With *GlamSmile veneers* we bond porcelain veneers (*shells, facets or facings*) permanently onto the teeth, without affecting the healthy tooth structure – thanks to the thin shells (only 0.3 mm, or comparable with a contact lens). This is why we call this the 'non-prep' method: an extremely simple procedure performed without anesthetic, let alone an invasive dental intervention.

The dentist places the *GlamSmile veneers* with a special form-fitting positioning tray that adapts to the unique shape of each individual set of teeth. Thus the dentist places six to ten veneers onto the teeth, all in one single smooth movement. This procedure is completed in less than sixty minutes. With traditional veneers, the dentist needs to place each individual veneer separately. A time-consuming business that takes more than three hours.

Two visits to the dentist are enough for the perfect smile. During the first visit the dentist discusses with the patient the possibilities and the results that can be expected. Because in designing the veneers, our engineers take into account factors such as the form of the face and lips, skin color, gums and whites of the

eyes, the dentist takes extensive (detail) photos of the face and teeth. Then he makes a cast of the teeth.

On the second visit, the dentist places the veneers – without any intrusive adjustment work on the teeth themselves. Only when several teeth are out of alignment does he remove a very small amount of enamel. Thus he guarantees an esthetically perfect result. The dentist discusses all these matters with the patient during the first visit. Additional advantage of veneers? They provide maximum support for the upper lip.

The life span of this product? Ten to twenty years – or even longer. But this too depends mainly on the life style. Good dental hygiene plays a key role: the better the consumer takes care of his veneers, the longer he will enjoy them. And above all, rest assured: the porcelain veneers cannot become discolored, not even after ten years.

C. *Clip-on: for those who are not yet sure*

Despite the fact that *GlamSmile* veneers are a totally painless solution for nearly any esthetic dental problem, many consumers still need to overcome their initial hesitation. Because they dread another visit to the dentist, or because they think – mistakenly – that the procedure is a nerve-racking operation. Especially for these individuals, *GlamSmile* has developed the clip-on system. This custom form-fitting set of temporary clip-on veneers gives the consumer an immediate idea of how his final ceramic veneers will look and feel before the order is placed. In one smooth, single movement, he slips the clip-on over his teeth. And, in contrast to the definitive veneers, he slips them once again, effortlessly, out of his mouth.

Glamsmile Studio: Working together to find the ideal solution

In our stylish *GlamSmile* studio, the consultant discusses in detail with the patient the different possibilities for recovering and achieving a beautiful smile. Until, also in consultation with the dentist, they find the ideal method. After which, they make an appointment for the treatment.

The interior design of our studios puts the visitors immediately at ease. No clinical dental office atmosphere for us, but a loungy, modern, feel-good environment. Relaxation is what it's all about. *GlamSmile* has a studio in its head office in Belgium (in the city of Ghent, and soon also in Brussels), and branch studios in France and Germany. We even welcome customers in China and Taiwan. At the current time, *GlamSmile* is planning to

open other studios abroad, including branch studios in Italy and the Netherlands in 2011. This expansion is a tangible proof of our success. The saying goes that *smiling is a global language* because, without the slightest effort, everyone understands it.

How much does a *GlamSmile* treatment cost?

GlamSmile charges the going market prices. For a *bleaching with Formulation + done by the dentist*, the charges start at € 399.

Do it yourself at home? Our standard *GlamSmile White Boost* kits, only available from the dentist, cost € 39.95.

The price of the veneer treatment varies according to the number of veneers (six, eight or ten) and the number of additional treatments, if required. Such as a bleaching, or a correction of the gum line. For one veneer, the consumer pays on average 400 euros. The dentist knows exactly how many veneers are necessary for a given case.

Clip-on is the perfect product for those who are not yet sure. The price for this solution is € 250.

Smile Advice

All our techniques and treatments have the same aim: to create the ideal smile. It is for this reason that we think *Smile Advice* is of vital importance. With this service, we offer our prospective customers all the information they may possibly need. Our *Smile Consultants* are always available for a no obligation free-of-charge consultation. Because the result must be perfect. The more we listen to what the customers want, the better our *Smile Designers'* products will be. With unique 3D software, they precision design every veneer to the last millimeter. So that they will serve as permanent solutions for extreme discoloration, gaps between the teeth (*diastema*) and/or damaged teeth. In addition, veneers can correct the form and position of the teeth, and even optimize the smile line (the position of the lips while smiling).

Patented quality

Worldwide, thousands of consumers are demanding *GlamSmile's* effective veneer method. We are marketing our unique patented application technique (positioning tray), a Belgian invention, directly to professionals in no less than eighteen different countries.

And via local partners to the rest of the world. This is our unique selling proposition, and we are rightly proud of it.