



# Heraeus

## Venus White

Teeth Whitening Systems

Brilliant results.  
Multifaceted marketing.  
Radiant patients.

*Venus White—Complete offering of patient- and practice-friendly whitening systems.*

Venus White teeth whitening solutions provide the superior results your patients deserve, combined with business-building marketing tools to promote whitening in your practice. Whether creating a more radiant smile or whitening before restorative treatment, Venus White systems offer a variety of gentle, effective products to satisfy every patient's needs.

Join us in our commitment to support the fight against breast cancer. When you purchase Venus White, we'll donate a percentage of sales to support research for breast cancer.



Venus<sup>®</sup>

The New Esthetics



## In-office Whitening

# Venus White<sup>max</sup>

**Remarkably efficient—accelerate patients' whitening with results in an hour or less.**

- Three or four 15-minute treatments with 38% hydrogen peroxide gel
- Syringe-to-syringe mixing chemically activates the product, ensures a thorough mix and provides maximum freshness
- Contains potassium nitrate which helps decrease sensitivity associated with bleaching
- Follow in-office treatment with **Venus White Pro** custom take-home whitening or **Venus White Ultra** pre-filled, disposable whitening trays for best results
- **Venus Comfort Gel** is available separately and contains potassium nitrate and fluoride



### Venus White Max Ordering Information

40005211	<b>In-office Whitening Kit</b> 2 – 0.96ml Hydrogen Peroxide, 2 – 0.24ml Activator, 1 – 1.2ml Gingival Barrier, 5 – 22ga Flock Tips, and 2 – 20ga Black Mini Tips
40005202	<b>Light Cure Gingival Barrier</b> 4 – 1.2ml Syringes, 8 Black Mini Tips
40005240	<b>Venus Comfort Gel</b> 4 – 1.2ml Syringes, 4 Tips

## Pre-filled, Disposable Whitening Trays

# Venus White<sup>ultra</sup>

**Smart and convenient entry-level whitening provides unique business opportunities and opens doors to more advanced options.**

- Once-a-day treatment for up to seven days
- Visibly whiter teeth in just three days
- Each disposable tray is pre-filled with mint-flavored, 11.2% hydrogen peroxide gel
- No chair time or multiple visits required
- Ultra thin—designed to mold securely around each tooth for maximum comfort
- Upper and lower trays sized differently for best fit



### Venus White Ultra Ordering Information

40005210	<b>Venus White Ultra</b> 7 Upper and 7 Lower Pre-filled Trays
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# Venus White<sup>pro</sup>

High-performance whitening for custom trays  
take a patient's smile up to seven shades whiter.\*

- Choose from 16% or 22% carbamide peroxide strengths
- Contains potassium nitrate which helps decrease sensitivity associated with bleaching
- Mint flavored for patient comfort
- Full Patient Kits and Refill Kits available
- To keep teeth their whitest, Refill Kits should be used for touch-up every 6–12 months



Before



After

Nancy, Venus White Pro Patient.  
Dentistry by Shannon Pace, CDA CDD.



Now even better!  
Stickier, more viscous gel.  
Sleek new packaging.



## Venus White Pro Ordering Information

40005166	<b>16% Patient Kit</b> 6 – 1.2ml Syringes, Tray Case, Shade Guide
40005167	<b>22% Patient Kit</b> 6 – 1.2ml Syringes, Tray Case, Shade Guide
40005164	<b>16% Refill Kit</b> 3 – 1.2ml Syringes
40005165	<b>22% Refill Kit</b> 3 – 1.2ml Syringes
40005203	<b>EVA Sheets</b> 25 Sheets – 0.040" thick

\*Results may vary.

# Your patients aren't the only ones smiling.



## Venus White *marketing*

Customizable marketing materials!

Visit [www.SmileByVenus.com](http://www.SmileByVenus.com)

### A full suite of sales and marketing materials.

To help you successfully sell Venus White in your practice, Heraeus has developed a variety of effective marketing and communication materials. Use these tools to build on growing consumer awareness of whitening and ensure your patients know you have the solutions they desire.

Professionally designed support materials available for your use:

- Patient brochures, counter cards, invoice stuffers and more
- Customizable ad designs for your local publications
- Posters and window clings
- Web banners, images, and logos for your practice website
- Patient letter and email templates that can be tailored to your messaging

Your Heraeus representative can provide many of these items, and you can order additional customized materials at [www.SmileByVenus.com](http://www.SmileByVenus.com).

**Ask your Heraeus representative for more information.**



## Venus White

### Ordering Information Summary

Venus White <sup>max</sup>	
40005211	<b>In-office Whitening Kit</b> 2 – 0.96ml Hydrogen Peroxide, 2 – 0.24ml Activator, 1 – 1.2ml Gingival Barrier, 5 – 22ga Flock Tips, and 2 – 20ga Black Mini Tips
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40005165	<b>22% Refill Kit</b> 3 – 1.2ml Syringes
40005203	<b>EVA Sheets</b> 25 Sheets – 0.040" thick

Venus White <sup>ultra</sup>	
40005210	<b>Venus White Ultra</b> 7 Upper and 7 Lower Pre-filled Trays

For more information or to place an order for Venus White, call 877-258-5937 or contact your Heraeus representative.

“Venus White has proven to be a very reliable, effective, and predictable system. The feedback from the patients is very satisfying as well. They all have had shade changes, most 6 shades whiter. The product has been a big success in my practice.”

Dr. David M. Napolillo,  
Cranston, Rhode Island

## Venus White<sup>max</sup>

### In-office Whitening

Remarkably efficient—accelerate patients’ whitening for fast, effective results.



## Venus White<sup>pro</sup>

### Take-home Whitening for Custom Trays

High-performance whitening for custom trays take a patient’s smile up to seven shades whiter.\*



\*Results may vary.

## Venus White<sup>ultra</sup>

### Pre-filled, Disposable Whitening Trays

Smart and convenient entry-level whitening provides unique business opportunities and opens doors to more advanced options.

