

Frequently Asked Questions

Why should I whiten my teeth through my dentist?

Over the counter products usually can't compare to the effectiveness of professional whitening. Your dental professional has the skills and knowledge to make your teeth whiter the safest and quickest way possible. Start Pure® Professional gives you dramatic results with virtually no sensitivity in about 20 minutes! Now, that's something to smile about.

What are the most common side effects?

The most common side effect of teeth whitening is sensitivity. Start Pure® Professional has a patented desensitizer which makes the procedure virtually pain free. A very small percentage of people may experience tingling or gum blanching which subsides shortly after the procedure is completed.

What results should I expect?

While results vary from person to person, your smile will be significantly whiter and brighter after your Start Pure® Professional experience. Some people can get up to eight shades whiter in one 20 minute session! Unlike home whitening treatments, your dental professional will work hand in hand with you to accomplish these brilliant results.

How long will the results last?

How long the whitening results last depends on multiple factors: your genetics, eating habits, and whether you smoke or not. These factors can change the amount of time it takes for your teeth to discolor. With Start Pure® Professional teeth whitening, your white smile can last for at least 1 year. For the best long-term results, maintain your brighter, whiter smile with Start Pure® Nite & Day®, or Active™ teeth whitening pens.

For a brighter, whiter smile without the wait, ask your dentist about Start Pure®'s Professional teeth whitening.



Pureness of Giving:

For every purchase, a donation is made to human and environmental goodness



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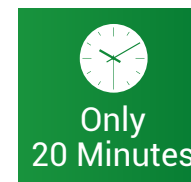
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A Whiter, Brighter Smile in Only 20 Minutes*

*Average time for one session, additional sessions may be required.



ENJOY THE CONFIDENCE OF A WHITER SMILE IN 20 MINUTES



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Safe LED Super Violet Technology™

Start Pure® is the only product that uses a Super Violet LED light to activate the teeth whitening gel and gives you the best results possible in the shortest amount of time. Research has shown that the purple LED light spectrum is the most effective frequency of light used to whiten teeth fast and without sensitivity.*

*Research available upon request.

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ONLY 20 MINUTES



The leading professional teeth whitening brands take at least 90 minutes to whiten teeth. Start Pure® Professional gives you a brilliant white smile in only 20 minutes! With Start Pure® Professional's fast, effective patented technology, and comfortable pre-loaded silicone trays, your teeth will be whiter and brighter in no time.

No Mess. No Sensitivity. No Wait.

Enhance your smile today with Start Pure® Professional, available only through your dentist.

VIRTUALLY NO SENSITIVITY



The dehydration of your teeth during typical whitening treatments can lead to severe sensitivity and tingling "zings" of pain! Start Pure® Professional has a patented desensitizer that is added into the whitening gel by your dental professional immediately before the start of the procedure. This patented technology prevents the dehydration of your teeth, acting as a protective barrier against the painful side effects of the bleaching agent. Start Pure® Professional is the only professional whitening system with this unique and powerful process making it a pleasant experience with **Virtually no Sensitivity.**

WHITER RESULTS



A whiter smile can lead to a more youthful-looking and confident you. With Start Pure® Professional, your smile is enhanced and is made whiter using a patented detergent technology. This detergent step lifts surface stains from your teeth for better penetration of the whitening gel. It helps hydrate your teeth during the whitening treatment, decreasing the post whitening reversion dramatically, and gives you a longer lasting more radiant white smile.