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What is it all about ?

A teeth whitening treatment is a procedure that lightens the discoloration of enamel and dentin.

02|

When to use it ?

Teeth discolour can be the result of aging or consumption of staining substances (tea, coffee, red wine, cigarette, fruit juices, etc...). Tooth whitening allows elimination of discoloration and brings back the natural whiteness to the teeth.

03|

Is whitening safe ?

The whitening treatment is safe for the gum and the teeth.



04|

How long does the treatment take ?

The treatment may take from one hour to a few days depending on the choice of the product. A noticeable shade difference can already be seen after the first days.

05|

How long do the results last ?

The lasting effect will depend on the oral hygiene and the eating patterns. An occasional touch-up every 2-3 years will help to keep bright teeth. However teeth will always be whiter than they were before.



Consult your dentist or your dental hygienist for personalized information.

AXIS
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The best treatment just for your smile

PURE
SMILE AND WHITENESS

PROFESSIONAL TOOTH WHITENING



A product range elaborated according to your needs



PURE is a teeth whitening product range developed in close collaboration with the best specialists.

The efficiency of the whitening process will assure you a long lasting bright smile.



PURE is a safe and gentle process for your teeth. Beside giving fantastic results, **PURE** products are very easy to use. Their neutral pH guarantees a perfect tolerance.



With **PURE** the results will be visible already after the first applications.

At home



PURE DAY

22%

The ideal formula for a short wearing time of the trays: Optimum results in only two daily applications of 45 minutes during 8 days.



PURE NIGHT

10%

The safest and softest way to whiten your teeth. Suitable for all cases, **PURE** 10% is the ideal solution for sensitive teeth and teeth collars. Approx. 4 hours during 16 nights.



16%



Treatment

Your dentist makes an impression of your teeth to customize your trays. He will present you the most suitable product for your needs and will explain the treatment procedure to achieve the best possible result.

PURE BRIGHT

pen
16%

The stylish brush applicator is an easy and convenient way to keep your bright smile. 15 to 20 applications of 20 minutes.



At your dentist's



PURE EXPRESS

The in-office whitening treatment is the fastest way to whiten your teeth. You will obtain a bright smile in only one hour. The product is applied directly on the teeth while the soft tissues are totally protected. This treatment is totally safe and does not alter the structure of the teeth.



PURE EXPRESS plus

The perfect whitening treatment which combines the one at the dentist's and the one at home for a fast and even longer lasting result. Moreover, you have your personal trays for subsequent touch-ups.



With every treatment

PURE care



This product allows a fast colour stabilization and helps to reduce any kind of sensitivity before, during or after the treatment.

