

FOR IMMEDIATE RELEASE

Contact:
Thomas Mastronardi
Karen Bizer
Thomas Mastronardi & Associates
212.883.0878

SAFE AND EFFECTIVE SUPERSMILE WHITENING ACCELERATOR

Supersmile Whitening Accelerator has been clinically proven to be safer for teeth and gums - when used as directed - than other leading at-home-bleaching systems.

The Supersmile clinically developed oral care; whitening and maintenance system was created by the celebrated Dr. Irwin Smigel, founder of The American Society for Dental Aesthetics and the acknowledged father of aesthetic dentistry.

While a number of competitive home-bleaching systems have recently come under attack for the damage they can cause to teeth and gums through due to the intense levels of the bleaching agents involved - Supersmile Whitening Accelerator simply does not over bleach; it has no deleterious effect on tooth enamel and is, in fact, every bit as safe for teeth as water. Moreover, it provides the only system, which effectively restores bonded teeth, veneers, caps and dentures to their original whiteness. In fact, Supersmile's immensely popular Advanced Formula Professional Whitening Fluoride Toothpaste (the #1 whitening toothpaste recommended by cosmetic dentists worldwide) has an abrasion level 75% below that permitted by The American Dental Association guidelines.

The Supersmile Whitening System features Dr. Smigel's proprietary CALPROX® formula – providing a revolutionary level of convenient at-home whitening and real oral care.

According to Dr Smigel, “ Supersmile was created because I believed it was possible to offer patients a product that would provide true oral care in addition to addressing their prevailing desire for a convenient whitening and maintenance system to use at home between visits to the dentist.”

Supersmile Whitening Accelerator, when regularly used in combination with Supersmile Toothpaste:

- powerfully whitens natural teeth
- maintains – and enhances – bleached teeth
- provides the only system which effectively restores bonded teeth, veneers, caps and even dentures to their original whiteness
- is healthy for gums – and completely safe for sensitive teeth

Supersmile Whitening Accelerator is now available, for the first time, in a companion size tube to the standard Supersmile Whitening Toothpaste.

Supersmile is sold nationally at better retail establishments - including Barneys, Nordstrom, Bath and Body Works and C.O. Bigelow as well as online at victoriasecret.com and at supersmile.com.

supersmile