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NEW CONCEPT IN ORAL CARE: SUPERSMILE QUIKEE

Dr. Irwin Smigel, world-renowned President of The American Society for Dental Aesthetics (lauded by New York University School of Dentistry as ‘the Father of Aesthetic Dentistry’) and inventor of the Supersmile Total Oral Care & Whitening System, has announced the creation of a ground breaking – and category establishing - innovation in personal oral care; Supersmile Quikee.

The key to Supersmile Quikee is convenience. A totally unique formula allows it to be safely ingested, thereby allowing use in virtually any setting - after meals, on a date, while traveling or at work or school - whenever it simply isn't convenient to brush and rinse! Just a drop of fresh tasting Supersmile Quikee balm smoothed over the teeth with the tip of the tongue provides the perfect tooth whitening, breath freshening experience that has come to be expected from Supersmile - in one handy, pocket-sized, 0.35 ounce tube. Supersmile Quikee incorporates Dr. Smigel's proprietary CALPROX[®], ingredient (the clinically developed formula proven to actually dissolve the protein pellicle—the clear, sticky film on teeth to which plaque and stains adhere) to remove stains caused by coffee, tea, tobacco and even red wine – and make teeth look and feel noticeably smoother and shinier—together with a safe and effective whitening agent (such as is currently found in a number of existing Supersmile products including Supersmile Advanced Formula Professional Whitening Toothpaste - the #1 whitening toothpaste recommended by cosmetic dentists worldwide) for a brighter smile and a pleasant, long-lasting mint flavor to help guarantee fresher breath.

The result?

Supersmile Quikee: the whiter teeth, brighter smile, fresher breath, take-along, oral care revolution that fits in the palm of your hand! According to Dr. Smigel, ‘Quikee’ is the next logical step in the progression of his premium oral care brand: “Supersmile was initially 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 for use at home between visits to the dentist. Quikee is more than just a breath freshener or smile-brightening product; it is safe, and effective oral care that can be used by anyone, anywhere and at any time.”

Supersmile Quikee is available at better retail establishments nationwide, including, BARNEY'S, BATH & BODY WORKS, C.O. BIGELOW, NORDSTROM and ULTA – as well as at VICTORIASSECRET.com and supersmile.com.

supersmile