

# Get **Whiter** teeth **Fresher** breath In **3 Days** or less!

## supersmile. delivers:

- ✓ PROVEN SALES in salons & spas
- ✓ SPACE SAVING stand-up display
- ✓ EXCLUSIVITY (not available in retail)

## Clinically proven to:

- BRIGHTEN teeth 270% better than leading whitener.
- INHIBIT PLAQUE 9.7 times better than leading plaque remover
- REMOVE STAINS 77% times better than leading smoker's toothpaste.



before



AFTER



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## beauty update

# New Scientific Breakthrough Whitens Teeth And Freshens Breath Without Bleaches Or Abrasives

Renowned cosmetic dentist discovers "encapsulation" process and creates world's first whitener with Calprox®, baking soda & fluoride.

**B**eauty is more than just skin deep. Your smile is an inexpensive way to improve your looks instantly," says Irwin Smigel, DDS of New York City. As the acknowledged father of tooth bonding and current President of the American Society



BEFORE



AFTER

For Dental Aesthetics, Dr. Smigel has treated thousands of patients suffering from surface stained teeth. Since so many of his patients are in the public eye, for them, a great smile isn't a luxury, it's a necessity. And no wonder -- an appealing smile says so much about its owner, it's like a guaranteed passport for success!

### Celebrity Secret To Whiter Smiles

As a new cult hit among such diverse types as Calvin Klein, Danny Aiello, Ivana Trump, Johnny Depp, Gloria Steinem and Diane Von Furstenberg, it's the whitener of choice among celebrities, super models and jet setters.

**"I recommend Supersmile to anyone who wants a glamorous smile," says Ivana Trump.**

### Attacks Stains – Not Your Enamel

"People don't realize it, but the real culprit behind stains caused by coffee, tea, tobacco, red wine and other tooth-darkening foods is a clear, sticky film that forms on the tooth surface called the 'protein pellicle'. Since Supersmile is clinically tested to dissolve the protein pellicle instantly, it whitens teeth without bleaches or abrasives," says Smigel.

### Dramatic Whitening Results

According to independent laboratory tests, Supersmile is clinically proven to brighten teeth about 273% more effectively than the leading national brand. It removes the stain-grabbing protein pellicle 46% better than the leading tartar control toothpastes. It removes stains 76% more than the number

one smoker's toothpaste. In fact, Supersmile is 75% below the ADA permissible limit for abrasivity!

### Top Cosmetic Dentists Agree

Supersmile's toughest judges come from within the dental community. Dr. Smigel is deservedly proud of the fact that the world's top cosmetic dentists make up the source of his greatest support.

**"I prescribe Supersmile to all my patients because I love its unique ability to make their teeth shine brighter and feel smoother."**

Larry Rosenthal, DDS  
Director of Continuing Education  
at New York University Dental School  
(New York, NY)

\$20.00

**"There isn't a patient who doesn't walk out of my office without a tube of Supersmile."**

Ronald Feinman, DDS  
Co-Founder, National Smile Council  
(Atlanta, GA)

**"It really works! There's honestly no other method to get teeth white in a safe way than Supersmile."**

Dean Mersky, DDS  
President, California Dental Partners  
(Westlake, CA)

**"Supersmile is the most effective whitening toothpaste we have available to us in dentistry today."**

George Freedman, DDS  
Director of Continuing Education at  
SUNY, University of Missouri,  
University of Minnesota and UCLA

### Now Available In Spas & Salons

When asked about Supersmile's wide spread public appeal and sudden sales surge in salons and spas, Lucia Smigel, the company's CEO, had this to say: "Our vision for Supersmile has always been to create the world's first 'cosmetic' oral care line for the discerning consumer. We feel our target market is someone who takes great pride in their appearance. This obviously is the same person who visits spas and salons regularly."



Supersmile's advanced formula is so concentrated, a 4.2 oz. tube lasts 3 months.

### Spa Owners Give Raving Reviews

Even day spa and salon owners are cashing in on Supersmile's public demand. "The line surpassed all our expectations ... we sold out the very first weekend it was on the shelves!" reports Lev Glazman, CEO of Fresh in Boston. And Larry Paul of Bliss Spa in Manhattan maintains, "Supersmile is consistently one of our best-selling items regardless of the time of year."

"If you think about why Supersmile has done so well in the day spa and salon market, the answer is simple," says Director of Marketing, Alex Mandossian. "If a woman frequents a spa for a facial or body wrap, what good is it if her teeth are still dull or yellow?" It's not surprising that the company's spa and salon sales have catapulted three-fold during the past six months, supporting that the company's niche marketing efforts have been right on target.

### Getting Hits On The Internet

Supersmile is also building traffic at [www.supersmileusa.com](http://www.supersmileusa.com) with a flow of steady visitors increasing at an astounding rate of 47% per month. ■

- A.S. Gregory

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