

# Supersmile

By Jessica O'Hehir

Let's be honest; we all want a beautiful smile. Scouring the earth in search of the perfect system to aid you in your quest has come to an end; we've found it for you! Supersmile® is a collection of clinically proven, premium whitening, breath freshening and cavity-fighting products that are designed to deliver the safest and most effective oral care system. Enjoy!

Dr. Smigel has created the first whitening toothpaste for patients with bonded teeth, veneers, caps,

crowns and dentures – who complained of staining due to the materials' porosity in the mid 1980's. His toothpaste proved to keep their smiles white, strong, and healthy between visits. His wife, Lucia Smigel, CEO of the company, helped him to develop the company and brand to where it is today with retailers nationwide and as the #1-recommended tooth whitening system and oral care products. Dr. Smigel really has pioneered the industry and is credited for inventing aesthetic dentistry.

## Supersmile Crystal Collection Toothbrush Pink Diamond – \$15

The Supersmile® Crystal Collection features a slim, lengthened Lucite handle, ergonomically shaped with a series of indentations to guide hand-positioning to the ADA-recommended 45° brushing angle, as well as five tufted rows of soft, rounded nylon bristles. These elements of unique and improved design yield the softest, most thorough brushing experience yet. Gently massaging the gums and cleaning teeth, the Collection reaches delicately beneath the gum-line (the sulcus) where plaque accumulates and causes decay. A flat bottom also enables each brush to stand upright for hygienic drying.

## Supersmile Professional Whitening System – \$36

This advanced combination of the Professional Whitening Toothpaste and Professional Whitening Accelerator safely whitens surface and intrinsic stains for whiter and brighter teeth. Strengthens and protects for healthy teeth and gums. The combination of the Calprox in our Toothpaste and the peroxide in our Accelerator removes stains above and beneath the enamel for deeper whitening. Our proprietary formula maintains and enhances the vibrancy of

professionally bleached teeth and removes coffee, tea, tobacco, red wine and other stains. It restores bonding, caps, veneers, and dentures to their original whiteness.

## Supersmile Quikee – \$18

This on-the-go instant stain removing formula with Calprox guarantees whiter teeth and fresher breath without brushing or rinsing. It removes stains such as heavy coffee, tobacco, and red wine, while key whitening ingredients work together to whiten teeth and promote long-lasting fresh breath. Conveniently packaged for whitening and freshening when you don't have time to brush. Quick dissolve formula means no need to rinse.

## Supersmile Single-Dose Powdered Mouthrinse – \$16

This Powdered Whitening Rinse with Calprox safely removes stains, freshens breath, and eliminates bacteria, plaque, and gingivitis. The formula maintains and enhances the vibrancy of professionally bleached teeth, and restores bonding, caps, veneers and dentures to their original whiteness.

For more information about Supersmile®, go to [Supersmile.com](http://Supersmile.com).

