

# IT'S THEIR TIME TO SHINE



FIND A BRIGHTER  
SHADE OF WHITE.

pola

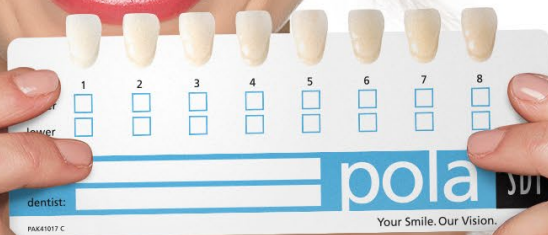
ADVANCED TOOTH  
WHITENING SYSTEM

TALK TO YOUR PATIENTS ABOUT A  
WHITENING PROGRAM THAT'S RIGHT FOR THEM

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# POLA ADVANCED TOOTH WHITENING

DISCOVER A  
BRIGHTER SHADE  
OF WHITE



PROVIDE PATIENTS WITH A STEP BY  
STEP GUIDE TO AT HOME WHITENING:

[WWW.POLAWHITE.COM.AU](http://WWW.POLAWHITE.COM.AU)





## polaooffice+ & polaooffice

Visibly whiter teeth in just 30 minutes.



## poladay CP

Just 15 minutes, once a day.



## polanight

Convenient whitening solution for patients with sensitive teeth.



## polaluminate

Ideal touch up tool to maintain a whiter brighter smile.



## poladay

Fits into your patient's daily schedule.



## soothe

Potassium nitrate and fluoride releasing gel to relieve tooth sensitivity.

# polaooffice+ & polaooffice

VISIBLY WHITER TEETH  
IN JUST 30 MINUTES.

polaooffice+ is a unique formulation that releases the active ingredients immediately to initiate the whitening treatment.

By breaking down and releasing the peroxide ions fast and effectively, **pola's** whitening process is triggered and does not require UV light to accelerate the treatment.

polaooffice+ The world's fastest bleach, safely whitens teeth in 30 minutes at a neutral pH to protect your patient's teeth and gum.

#### Indications:

Whitening of discolored vital and non-vital teeth.



## POLAOFFICE+ & POLAOFFICE ARE DESIGNED FOR PATIENT COMFORT

### MINIMAL CHAIR TIME

A unique **37.5% hydrogen peroxide formulation**, designed to whiten teeth in just 30 minutes.

Requiring 1 thin layer applied to teeth that is easily removed by rinsing.

### BUILT IN DESENSITIZER

polaooffice+ is designed to protect sensitive dental nerves & nerve endings with Pola Desensitizing Technology (PDT).

polaooffice+ has neutral pH and PDT which ensure that the whitening only acts on teeth, minimizing irritation, burning, pain or long term gum damage.

polaooffice+	37.5% hydrogen peroxide
polaooffice	35% hydrogen peroxide
poladay – 3%	3% hydrogen peroxide
poladay – 7.5%	7.5% hydrogen peroxide
poladay – 9.5%	9.5% hydrogen peroxide
polanight – 10%	10% carbamide peroxide (equal to 3.3% hydrogen peroxide)
polanight – 16%	16% carbamide peroxide (equal to 5.3% hydrogen peroxide)
polanight – 22%	22% carbamide peroxide (equal to 7.3% hydrogen peroxide)
poladay CP	35% carbamide peroxide (equal to 11.7% hydrogen peroxide)

# POLAOFFICE+ STEP BY STEP GUIDE

1. Determine and record pre-operative shade using the Pola shade guide supplied in the packaging.
2. Clean teeth with ONLY a flour based pumice.
3. Place cheek retractors and then cover exposed lip surface with petroleum gel.
4. Dry teeth and apply Gingival Barrier to both arches, slightly overlapping enamel and interproximal spaces.
5. Light cure in a fanning motion for 10-20 seconds until the Gingival Barrier is cured.
6. Firmly attach a mixing nozzle to the polaooffice+ syringe away from patient. Dispense a small amount of gel on to a mixing pad until a uniform gel is extruded.
7. Using the nozzle as a guide, directly apply a thin layer of gel to all teeth undergoing treatment. A thin layer will help prevent the gel from running. NOTE: It is best not to lift the nozzle when moving from tooth to tooth. Use a continuous motion.
8. Leave gel on for 8 minutes
9. Suction off using an aspirator tip. Note: It is normal for a residue layer of gel to remain on the surface of the teeth.
10. Repeat steps 7-9 three times (optional 4 times).
11. After the last application, suction and wash the gel off.
12. Record the final shade.



Note: polaooffice+ can only be administered by dentists. It is not suitable for patients to take home. Visit [www.polawhite.com.au](http://www.polawhite.com.au) for more information.

## polaooffice+ 3 Patient Kit

3 X 2.8 mL syringes of Pola Office+  
3 X 1g Gingival Barrier syringes  
Accessories  
7700416 (with 3 x Retractors)  
7700415 (no Retractor)



## polao office+ 10 Syringe Bulk Kit

10 X 2.8 mL syringes of  
Pola Office+  
Accessories  
7700457 (no Retractor)



## polaooffice 3 Patient Kit

6 X 0.3g polaooffice Powder Pots  
6 X 2mL polaooffice Syringes  
3 X 1g Gingival Barrier Syringes  
Accessories  
7700015



## polaooffice+ 1 Patient Kit

1 X 2.8 mL syringe of polaooffice+  
1 X 1g Gingival Barrier syringe  
Accessories  
7700431 (with 1 x Retractor)  
7700430 (no Retractor)



## gingival barrier 2 Syringe Refill

2 X 1g Gingival Barrier Syringes  
Accessories  
7750006

## polaooffice 1 Patient Kit

2 X 0.3g polaooffice Powder Pots  
2 X 2mL polaooffice Syringes  
1 X 1g Gingival Barrier Syringe  
Accessories  
7700030



# poladay & polanight

ENABLE YOUR PATIENTS TO TAKE POLA ADVANCED TOOTH WHITENING HOME WITH THEM

## Fluoride releasing

poladay and polanight both contain fluoride, which helps strengthen the tooth to protect it against sensitivity.

## Safe and convenient

poladay and polanight's unique high water content formulation has a neutral pH to protect gums and teeth during treatment.

## Effective whitening

The desired whitening effect can be achieved in as little as 15 minutes or can be conveniently applied overnight while you sleep. There are a variety of different strengths of poladay and polanight that patients can use at home – use the pola Selector to choose the product that is most suitable for your patient (available at [www.polawhite.com.au](http://www.polawhite.com.au)).

## Pola Desensitizing Technology (PDT)

poladay and polanight contain PDT to assist with the prevention of post treatment sensitivity.

## What's the difference between poladay and polanight?

poladay consists of a range of hydrogen peroxide based take home gels specifically designed for achieving whitening results for patients with limited time in their schedule.

polanight is a range of carbamide peroxide based take home gels that deliver optimum whitening results to patients who have more sensitive teeth.

Both ranges are available in a variety of different strengths with the lower concentrations geared towards more sensitive teeth.

## polanight strengths

- 10% carbamide peroxide
- 16% carbamide peroxide
- 22% carbamide peroxide

## poladay strengths

- 3% hydrogen peroxide
- 7.5% hydrogen peroxide
- 9.5% hydrogen peroxide

poladay CP is the super-fast take home whitening gel which only to be worn just 15 minutes each day. It is designed for those people who need to jump start their tooth whitening in a short space of time.

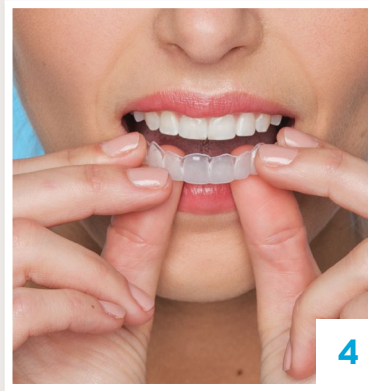
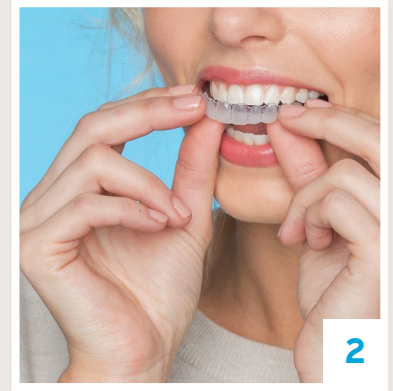
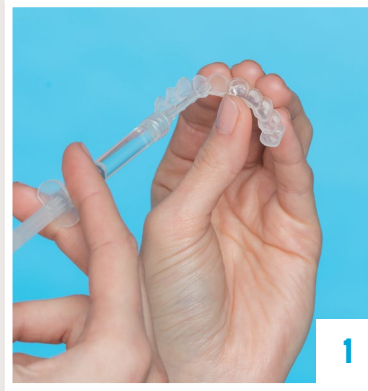
## poladay CP strength

- 35% carbamide peroxide



# TAKE HOME STEP BY STEP GUIDE

1. Place a small drop of gel into every compartment of the tray for the teeth undergoing treatment.
2. Seat the tray, with the gel, around the teeth.
3. Wipe away excess gel in mouth with a tissue or dry soft brush.
4. After treatment, remove tray. Rinse tray and mouth with lukewarm water.
5. Brush teeth.



## poladay and polanight 10 x 1.3g Syringe Kits

- 7700101 (3% HP)
- 7700103 (7.5% HP)
- 7700105 (9.5% HP)
- 7700107 (10% CP)
- 7700109 (16% CP)
- 7700111 (22% CP)



## poladay and polanight 4 x 1.3g Mini Kits

- 7700100 (3% HP)
- 7700102 (7.5% HP)
- 7700104 (9.5% HP)
- 7700106 (10% CP)
- 7700108 (16% CP)
- 7700110 (22% CP)
- 7700324 (35% CP)



## poladay and polanight 50 x 3g Dispenser Kit

- 7700070 (7.5% HP)
- 7700071 (9.5% HP)
- 7700072 (16% CP)
- 7700080 (22% CP)
- 7700073 (35% CP)



## poladay and polanight 50 x 1.3g bulk kits

- 7700025 (3% HP)
- 7700026 (7.5% HP)
- 7700034 (9.5% HP)
- 7700027 (10% CP)
- 7700028 (16% CP)
- 7700029 (22% CP)
- 7700325 (35% CP)



## poladay and polanight 36 X 3g Value Packs

- 7700060 (7.5% HP)
- 7700061 (9.5% HP)
- 7700062 (16% CP)



## polaluminat

- 7700092
- 1 X 5.5mL Pola Luminat



## soothe

- 8150002
- 4 X 1.2mL Soothe Syringes
- 8150033
- 50 X 1.2mL Soothe Syringes



## Spacer Resin 2 Syringe Refill

- 7700012
- 2 X 1g Spacer Resin Syringes

## Tray Material: 20 Pieces

- 7750005
- 20 Piece Refill

## Tray Cases: 5 Pack

- 7750008
- 5 Tray Cases

## Cosmetic Pola Pouches: 10 Pack

- 7700999
- 10 Pouches

Please note: each pack includes accessories.  
CP: Carbamide Peroxide  
HP: Hydrogen Peroxide

# FREE MARKETING MATERIALS

MARKETING MATERIALS TO ASSIST IN PROMOTING WHITENING TO PATIENTS.



POSTER POLADAY  
Reorder M100274



POSTER POLANIGHT  
Reorder M100275



POSTER POLAOFFICE+  
Reorder M100276



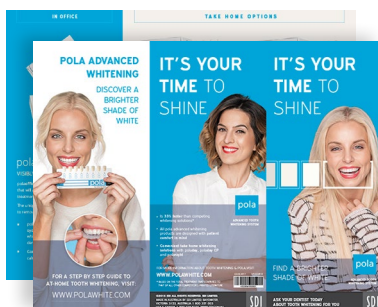
POSTER POLAOFFICE+ AND POLADAY  
Reorder M100279



POSTER POLADAY AND POLANIGHT  
Reorder M100280



POSTER POLAOFFICE+ AND POLANIGHT  
Reorder M100281



POLA PATIENT HANDOUTS  
Reorder M100283



POLA PATIENT HANDOUT STAND  
Reorder M100290



POLA BEFORE & AFTER STAND  
Reorder M100288

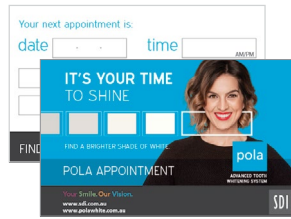


# FREE MARKETING MATERIALS

MARKETING MATERIALS TO ASSIST IN PROMOTING WHITENING TO PATIENTS.



**POLA CEILING TILE**  
Reorder M100293



**POLA APPOINTMENT CARD**  
Reorder M100287



**POLA STATEMENT STUFFER**  
Reorder M100291



**POLA THANK YOU CARD**  
Reorder M100295



**POLA MENU**  
Reorder M100292



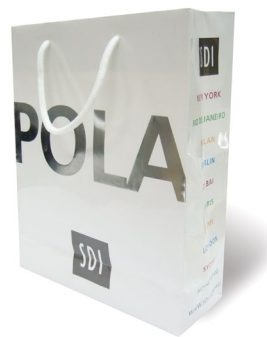
**POLA WINDOW STICKER**  
Reorder M100289



**POLA WAITING ROOM USB VIDEO**  
Reorder M100245



**POLA CARRY BAG**  
Reorder M100141



**POLA CARRY BAG**  
Reorder M100143



**CUSTOMISABLE MARKETING MATERIAL**  
More customisable marketing material is available via download.  
Visit: [www.sdi.com.au](http://www.sdi.com.au)

# FIND A BRIGHTER SHADE OF WHITE

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- pola**office+** is **33% faster** than competing whitening solutions\*.
- All **pola** advanced whitening products are designed with **patient comfort in mind**.
- **Convenient take home whitening solutions** with poladay, poladay CP and polanight.

\*Based on the total treatment time compared to that of all other competitor's printed literature.

**TALK TO YOUR PATIENTS TODAY ABOUT A WHITENING PROGRAM RIGHT FOR THEM**



**pola**

**ADVANCED TOOTH WHITENING SYSTEM**