PDF manual

Teeth Whitening Strips by BURST

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The best thing since sliced bread?

We think so. Although we get through quite a few PB&J sammies, how else did you think we removed the jelly stains? Our new and improved whitening strips, of course!

Not only were they created with help from a dental community 40k+ hygienists and dentists strong, but those experts helped refine our design over time. When they said jump, we said, "how high?" When they said make the strips grippier and add soothing xylitol and aloe, we replied, "Don't threaten us with a good time!" They keep us reaching for the stars.

Dental professionals know more about whitening than anyone. In fact, one wrote this manual — our Head of Copy nearly fainted!

We'll let Shelley take it from here. See what she says, then enjoy a string of pearly sparklers brighter than the Fourth of July.

Brittany Hamish

Brittany & Hamish
The 'oddly personal' co-founders of BURST

“Why I think BURST is best”

As a healthcare worker, I have a confession

— You may think I’m selfless in such a profession.

I’d hate to toot my own horn,

But pros are how BURST was born,

And I have to admit, we love the attention!

A limerick by Shelley K., Registered Dental Hygienist,

BURST Ambassador since 2017

Thank you, thank you. Hi! I’m Shelley and I’ve been a registered dental hygienist for over 30 years. In all that time, I’ve never seen a company like BURST. They treat dental professionals like family. It’s pretty, ahem, refreshing to have people care about what we think!

So many teeth whitening products just aren’t up to scratch. I know pros are hard to please, but we want the best and nothing less for our patients.

BURST clears that bar by bringing thousands of us together to create gentle yet ridiculously effective whitening strips to give you the bright smile you deserve.

They take the time to get it right and listen to what we have to say. That’s why I’m proud to share Teeth Whitening Strips by BURST with my patients!

It’s kind of a humble brag, actually...

The pearly path to whitening

Prep

Get your pearlies ready by brushing with water and doing a quick floss.

Perform

Apply strips consistently for seven sparkly days!

Perfect

Use our Sonic Toothbrush and Coconut Salt Charcoal Toothpaste for a brightening boost.

Pose

Bask in your beauteous smile; you earned it. Then treat yourself to a subscription to top up every four months.

How to bust stains with BURST

Read these steps + follow along with Registered Dental Hygienist Charlotte's full video here

Step 1

Tear open the packet and peel the lower strip from the liner, then look in the mirror and smile like a crocodile.

Step 2

Place the gel side of the strip to your lower row of teeth and apply pressure for an extra-snug fit. Repeat with the other strip.

Step 3

Spend the next 15 minutes cleaning, meditating, or watching videos of cats getting scared by zucchini.

Step 4

Remove and discard strips, then use your BURST brush and our charcoal toothpaste to clear away remaining gel.

Step 5

Repeat once a day for up to 7 days and smile like a crocodile again — you're gorgeous!

Handy hacks

Be a boss and floss

Plaque is the bad boy of the oral microbiome. It wreaks havoc on enamel, causes cavities, and gets in the way of whitening agents. Floss regularly and right before applying strips to kick it to the curb.

Save the fluoride

There's a reason fluoride is so effective — it's a stage-five clinger! It sticks to the teeth and prevents penetration, so when you brush before whitening, use only water. Save the fluoride magic for after, and you'll look a million dollars.

Dry, then apply

Take a second to dry your teeth right before putting strips into place. They'll hug your chompers even tighter, allowing for deeper penetration.

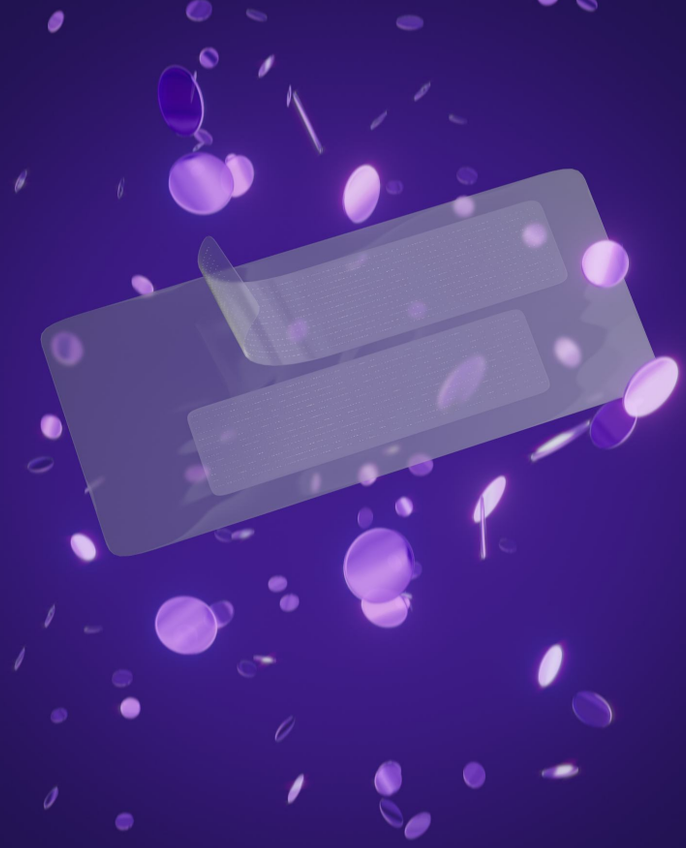
What's in your pack

You mean other than perfection?

- **10 treatments:** Each treatment includes 1 upper and 1 lower strip for 20 total strips. That's enough for the entire 7-day whitening course + an extra 3 for stain emergencies or a confidence boost.
- **Ingredients list:** So you know what you're putting on those precious pearly whites (and because we're pretty dang proud of them).

Why BURST is the best in the west (and the east, north, & south...)

Hygienists and dentist have sky-high standards when it comes to whitening. That's why these tried and tested strips are effective yet gentle. With:



A perfect balance of brightening

6% hydrogen peroxide — our strips contain the goldilocks level of this proven whitening wonder. That means even the most sensitive mouths can get real results real quick.

Soothing support

Coconut oil — a nourishing active that keeps chompers hydrated and smooth.

Aloe vera — to soothe soft tissue and pamper gums.

Xylitol — there to reduce bacteria, restore pH balance, and redeposit lost minerals to enamel.

Upgraded design

We put our heads together with our hygienist and dentist friends to create a new and improved no-slip design that gives teeth a great big bear hug. Translation: Comprehensive coverage, even better results!

Something extra ('cause we love you)

We include three bonus treatments for a pick-me-up before a spontaneous date, wayward wine stain, or impressing your friends at an oral care convention.

Keep a good thing going

Walking around with a dazzling smile feels goooood.
But stains don't take a day off, and neither do we!

Keep your pearlies white and bright with:

Teeth Whitening Trays by BURST

Battling daily discoloration is a must, but what about when you need to up the ante for a big event? Time to slay with our trays.

With 12.5% hydrogen peroxide, our advanced 7-day professional-grade whitening kit is gentle, yet powerful enough to remove deep-set, super stubborn stains for a show-stopping smile. Who's popular at the high school reunion now?

Buy now

Charcoal Coconut Salt Toothpaste

An easy-peasy way to extend your shiny new smile post-whitening? Charcoal toothpaste with a tropical twist and hydrated silica to naturally combat day-to-day stains.

Buy now

BURST Sonic Toothbrush

You've brightened your pearlies and regularly polish them with the greatest toothpaste in the land. Reach even higher with our hygienist and dentist-adored sonic brush! Complete with charcoal-infused bristles for kicking discoloration to the curb.

Buy now

Powered by Dental Professionals

Welcome to BURSTlabs, the virtual and physical space where 1000s of hygienists and dentists come together to make their voices heard!

Feedback

A BURST product usually starts as a suggestion from one or more folks in our Ambassador community of 35k+.

Development

Faster than you can say dentinal hypersensitivity, the hive starts to buzz and the suggestion turns into a fully-fledged development project.

Collaboration

We get feedback on formulations, ingredients, ergonomics, aesthetics, functionality, and more. No stone goes unturned.

Results

Then it's on to prototypes, samples, and intense testing and tweaking. This process can take years, but it's always worth it when we see the results!

Coming at you with the FAQs

How do Teeth Whitening Strips by BURST work?

A potent little powerhouse called hydrogen peroxide penetrates the enamel and releases oxygen and hydroxyl radicals that oxidize and break down large stain molecules. The stain then shrinks, making the tooth appear whiter. Incredible, magical science!

How quickly will I see results?

We formulated our strips alongside our hygienist and dentist Ambassadors to deliver dreamy whitening results after a 7-day course, with visible results after just 1 use.*

*Data available for download at burstoralcare.com/clinical

Will I experience sensitivity?

Just like pizza topping preferences, sensitivity levels are highly individual. We carefully select ingredients that reduce and/or remove the feeling of sensitivity to make the process as comfortable as possible. (And if you must know — pineapple on pizza. Yeah, we said it!)

In fact, in an independent study, 100% of subjects did not experience any tooth sensitivity after 7 days.* Pretty cool, huh?

*Data available for download at burstoralcare.com/clinical

How often can I use the whitening strips?

Our BURST Ambassador hygienists and dentists recommend whitening four times a year or every 12 weeks.

Can I leave the strips on for longer than 15 minutes?

We designed our strips to achieve maximum results in 15 minutes, so there's no need to wear them after that. We understand how you might get attached, though.

More questions?
Find answers on our **FAQs page.**

Stay safe out there!

- Teeth Whitening Strips by BURST are a perfect complement to your oral hygiene routine but should never replace brushing and flossing. Nice try, though!
- Do not use strips on braces, restorations, or loose teeth.
- Avoid contact with eyes. Should a whitening strip somehow make contact with your eyes, rinse thoroughly. To add insult and irony, our strips would probably make them red. Ouch.
- Whitening gel that comes into contact with skin may cause temporary whitening and irritation. Always wash hands with soap and water after handling strips.
- Do not eat, drink, or smoke while wearing Teeth Whitening Strips by BURST.
- Do not wear whitening strips while sleeping.
- Ingestion of small amounts of gel during use is expected.
- White spots on enamel may become more apparent during the whitening process and often blend with continued whitening.
- Teeth can re-stain over time. You can perform touch-up treatments as necessary.
- If an allergic reaction is observed, rinse the exposed area with water and consult your dental professional and/or physician.
- Patients with serious health problems should consult their dental professional and/or physician before treatment.
- Not intended for children under 14 and is not recommended if you're pregnant or nursing. Pregnant or nursing women should consult their dental professional and/or physician before using teeth whitening products.
- If you have any questions about using this product, please consult your dental professional.

Feel like chatting to an oral care enthusiast?

Reach out to: **hello@burstoralcare.com**

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