PDF manual

# Prefilled Whitening Trays 7-pack

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## WE SAY THIS A LOT, BUT...

We think these whitening trays are one of the most impressive BURST products ever created. That's not like picking a favorite kid, is it?

These have been a long time coming. Creating a BURST product with our 35k+ community of hygienist and dentist Ambassadors takes years! Plus a steady supply of caffeine, a liberal sprinkling of oral care fairy dust...

Sorry, got lost in a traydream.

Point is, making our most advanced formula yet was a doozie. We had dozens of tests, countless conversations, and put a whole lotta trays in our mouths.

All so we could offer impressive whitening to even the most sensitive mouths using a moldable tray that hugs your teeth so tight you start singing love songs.

We wouldn't change this intensely inclusive, sometimes stressful process for anything. Two things matter most to us in the world — our community and our customers. Make one happy, the other follows!

All that's left now is to put on a sappy song (some Elvis, perhaps?) and create white-smile chemistry.

Brittany Hamish

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

# The pearly path to whitening

## Prep

Those pearlies by brushing with fluoride-free toothpaste or water and doing a quick floss.

## Perform

Apply your trays consistently for seven sparkly days!

## Perfect

Use our Sonic Toothbrush and toothpaste for a brightening boost.

## Pose

Bask in your beauteous smile! Repeat as needed to reach your desired shade, then treat yourself to a quarterly top-up to maintain those radiant results.

# How to kick stains to the curb

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

## Step 1

Remove trays from packaging and position the upper over your top teeth before placing the lower over your bottom teeth

## Step 2

Bite down ✨gently✨ with just enough pressure to set the trays, using your fingers to lightly push against them to distribute gel

## Step 3

Spend the next 15 minutes paying bills, meditating, or taking out the trash (were those bills in there? Oops!)

## Step 4

Remove and discard trays, then use your BURST brush and toothpaste to clear away remaining gel

## Step 5

Repeat once a day for up to 7 days and get used to paparazzi trailing you – you're a smile celebrity now!

# Maximize the whitening magic

## 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 trays 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 could inhibit penetration, so when you brush before whitening, use fluoride-free toothpaste or water. Save the fluoride magic for after = look like a million bucks.

## Dry, then apply

Dry your teeth right before putting your trays into place. They'll hug your chompers even tighter, allowing for deeper penetration.

# Hear from a Dental Pro

Prefilled Whitening Trays by BURST talk the talk, but do they walk the walk? Our hygienists think so! (Well, they don't actually walk...yet.)

"My husband and I are celebrating our 20 year wedding anniversary soon and renewing our vows. We want to look our best, so of course we turned to BURST to get our teeth whiter. We are so happy with the results. Our teeth were whiter after just one use! Such an easy process and no sensitivity! We can't wait to show off our new, fresh white teeth in all the pictures on our big day!"

Nicole K., Registered Dental Hygienist, BURST Ambassador

# What's in your pack

You mean other than perfection?

- **7 treatments:** Each treatment includes 1 upper and 1 lower tray for 14 total. Enough for a 7-day whitening course!
- **Ingredients list:** So you know what you're putting on those precious pearly whites (and because we're pretty dang proud of them).
- **Use and safety guide:** In case you get any wild ideas!

# What makes BURST the best?

We'll give you a hint: It rhymes with shmousands of shmygienists and shemntists. We partner with the cream of the dental crop to give you next level, smile-for-your-close-up, red-carpet ready whitening. But how to do that without setting your mouth on fire? Per usual, our Ambassador Dental Pros had the answers!

## The whitening wizard

Hydrogen peroxide — you like it, you love it, and when it comes to whitening, you want some more of it. But not too much! With 12.5% hydrogen peroxide, our trays have the perfect level of potency to strip away super stubborn stains.

## Sensitivity soothers

Xylitol — there to restore pH balance, kill bacteria, and redeposit lost minerals to enamel. Ain't xylitol sweet? (Literally...it's a plant-derived sugar!) Potassium hydroxide — the Switzerland of ingredients, this compound performs a pH balancing act to neutralize acidity.

## The magic of mint

Peppermint, we love you. You're great with chocolate, remind us of Christmas, and make whitening oh-so-pleasant with your fresh minty taste.

## Hold me closer, tiny whitener

The pros had a specific design in mind for our trays: They needed to form a custom fit that hit every inch, including in-between spaces and hard-to-reach places!

Even better, these babies come prefilled and ready to rock with the optimal amount of whitening gel.

# High maintenance? Not with our lineup

You went to all that trouble to whiten your smile (okay, it wasn't that hard). Naturally you'll want to keep stains at bay for as long as possible! That's where the rest of our lineup comes in.

## Crush daily discoloration

BURST Sonic Toothbrush

Our supersonic stain-busting brush uses soft charcoal-infused bristles to break apart bacteria (take that, morning espresso!).

Buy now

## Spray away the day

BURST Water Flosser

Plaque can't attack when you keep a whizkid like our water flosser around. Stay fresh and clean by flossing everyday.

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!

# FAQ attack

### How do Prefilled Whitening Trays by BURST work?

A crafty chemical compound 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. Thank you, science!

### Will I experience sensitivity?

Sensitivity can be like that time you accidentally called your teacher 'mom' — try as you might, some things stick with you! We carefully select ingredients that reduce and/or remove the feeling of sensitivity to make the process painless as possible, (even if the memory still stings).

### How quickly will I see results?

We formulated these trays to deliver visible results after just 1 use.*

*Data available for download at burstoralcare.com/clinical.

### How long will my results last?

How often you brush and floss, the food and drink you consume, and other lifestyle habits can affect the longevity of your results. Good thing you can use these babies as needed to get to the desired shade, then quarterly to maintain your bright shiny results.

### How often can I use the whitening trays?

Once you've reached your desired shade, our BURST Dental Professionals recommend whitening 4 times annually, once per quarter.

### Can I leave the trays on for longer than 15 minutes?

We designed our trays 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 — it's nice to be hugged so close.

### Are the whitening trays safe for enamel?

You betcha! Our formula combines gentle whitening with enamel-strengthening ingredients — our hygienist and dentist Ambassadors wouldn't have it any other way. When in doubt, give your dental professional a shout.

### Can trays be used with dentures, fillings, veneers, crowns, caps, implants, bridges, or bonded teeth?

Prefilled Whitening Trays by BURST will only whiten natural teeth. However, if you have any of the above-mentioned dental work, our trays won't damage it. Huzzah!

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### Do Prefilled Whitening Trays by BURST require an LED light?

No way, José. Our formulation delivers professional-grade whitening results without unnecessary (and expensive) accessories or additional steps.

After consulting with our trusted hygienist and dentist Ambassadors and parsing scientific literature (do we have fun here or what?) we concluded there's no current indication that LED lights offer better results than hydrogen peroxide alone after a treatment course.

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### How many trays are included?

Each pack includes 14 trays (7 upper and 7 lower) for 7 treatments total.

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### What are the ingredients?

Glycerin, water, HP (12.5%), xylitol, povidone, carbomer, potassium hydroxide, silicon dioxide, dipotassium phosphate, citric acid, EDTA, peppermint oil.

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### Should I apply the trays before or after I brush?

After brushing is best. Avoid toothpaste, as it can have ingredients that interfere with the whitening magic. Give your chompers a quick scrub with water, floss, and then apply trays. After that, keep your white smile bright with fluoride toothpaste.

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### Who shouldn't use these?

Keep out of reach of young cubs and expecting/new mama bears. Aka, Prefilled Whitening Trays by BURST are not intended for children under 12 and are not recommended if you're pregnant or nursing.

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### Is the whitening gel safe if in contact with the gums or ingested?

It happens! Sometimes when applying the trays a little excess gel may come out, if that occurs simply wipe away the excess. Ingestion of small amounts is expected. However, avoid swallowing large quantities of gel.

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### What are the shelf life and care instructions?

When stored in a cool, dark place, our whitening trays have an 18-month shelf life. If you don't plan on using them right away, we recommend storing them in the refrigerator to prolong the efficacy of the gel.

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### Are your products tested on animals?

Nope, nada, never, negative.

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

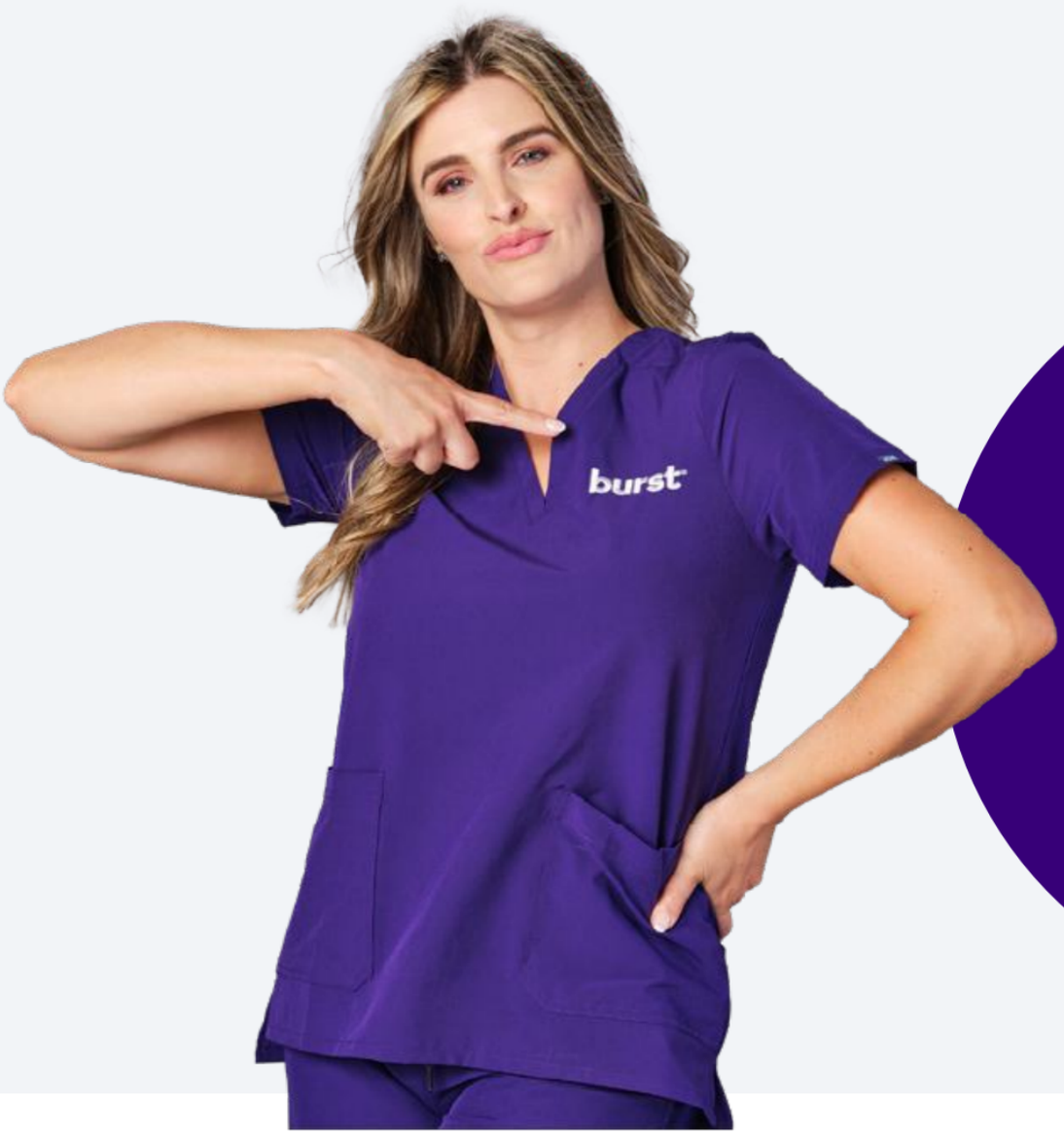
# Safety information

- Prefilled Whitening Trays by BURST make a perfect complement to your oral hygiene routine but should never replace brushing and flossing. Nice try, though!
- Limit contact with soft tissue, including the tongue, cheeks, gums, and lips.
- Some amalgam fillings will leave a dark purple color in your whitening tray; this is normal. (Also, who doesn't love purple?!)
- Avoid if there is any possibility the user may swallow or aspirate tray.
- If you have questions about using this product, consult your dental professional.
- If an allergic reaction is observed, rinse the exposed area with water and consult your dental professional and/or physician.
- Wait at least 7 days after whitening procedures before applying adhesive restorations. Be aware that restorative materials (e.g. amalgam fillings) will not whiten.
- Patients with serious health problems should consult their 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.

- Some patients may experience temporary discomfort in the gums, lips, throat, tongue, or teeth. Should any of these symptoms persist or worsen after discontinuing use — or in cases of severe discomfort — contact your dentist or physician.
- Do not eat, drink, or use tobacco products while whitening trays are in place. They're good, but they're not that good.
- Do not wear whitening trays while sleeping. Do wear your favorite jammies.
- Avoid swallowing large amounts of gel.
- 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 needed.
- Avoid contact with the eyes. Should a whitening tray somehow make contact with your eyes, rinse thoroughly. To add insult and irony, the gel would probably make them red. Ouch.
- Gingival and general oral health should be evaluated before treatment to prevent irritation.
- Monitor progress to prevent whitening beyond your desired shade.

**Avoid exposure to direct sunlight.**

**Avoid swallowing gel.**




## Feel like chatting to an oral care enthusiast?

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

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