

## STUDY SUMMARY

### Efficacy and Safety of Burst Whitening Strips in a 7-Day Study

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#### **METHODS**

61 volunteers between the ages of 18 and 60 participated in a 7-day study evaluating the safety and efficacy of **Burst Whitening Strips**, containing 6.0% H<sub>2</sub>O<sub>2</sub>, compared to brushing twice daily for two minutes with a non-whitening fluoride toothpaste (negative control).

- 31 volunteers used **Burst Whitening Strips** for 15 minutes once each day and brushed twice daily with a soft toothbrush and non-whitening fluoride toothpaste
- 30 subjects did not receive a whitening treatment and brushed twice daily only with the same toothbrush and toothpaste (negative control).
- Efficacy assessments were collected Baseline/Day1, 1-hour and 7-Days post-treatment: tooth shade assessments on the 4 upper front teeth using the Vita Bleachedguide System, digital tooth color analysis of one upper front tooth using the Vita Easy Shade spectrophotometer and a questionnaire.
- The study was examiner-blind, which means that the clinical examiner did not know which treatment group the volunteers were assigned to use.

#### **RESULTS**

Compared to the non-whitening toothpaste group, **Burst Whitening Strips**:

- Showed visibly whiter teeth 1 hour following the single 15-minute use and at Day 7.
- One hour after a single 15-minute use, 100% of participants reported no mouth irritation and no tooth sensitivity.
- On Day 7, 97% did not experience any mouth irritation, and 100% reported no tooth sensitivity.