



GLO Brilliant® Whitening Device vs. Zoom! Professional Whitening Administered by Dentists

Objective

The purpose of the study is to evaluate the efficacy of the G.L.O. Brilliant Teeth Whitening Device, a novel-at-home system for teeth whitening, as compared to Zoom! Professional Whitening.

Methodology

This was a randomized, parallel group, single center, examiner-blinded clinical trial of subjects with Vita Shade Guide tooth shade of A2 or greater. The primary clinical endpoint is a change in tooth shade measured by Vita Shade Guide. The subjects (n= 29) were randomly assigned to one of the following treatments:

1. G.L.O. Whitening System
 - Once per day after brushing teeth
 - Whitening gel placed on teeth, followed by an 8 minute cycle with mouthpiece device
 - Repeated four times with new gel applied each time
2. Zoom! Professional Whitening
 - Four 15-minute sessions

Safety and efficacy measurements were obtained at baseline, time of whitening, Day 3, Day 5 and Day 7. Shade stability was measured at Day 15 and Day 30. The measurements were as follows:

- Safety measurement →
 - Oral Status Interview
 - Oral examination
 - Self-reported Adverse Events
- Efficacy measurement →
 - Vita Shade Guide

Results

The study showed that the G.L.O. Brilliant Teeth Whitening Device has the same efficacy as Zoom Professional Whitening.

30% of Zoom patients experienced pain and sensitivity, with 30% of these cases experiencing severe to extreme pain ranging from 7-10. This was rated on a scale of 1-10, with 10 being the highest severity. 0% of G.L.O. patients experienced severe to extreme pain.

For G.L.O. Whitening, the user owns their device, so the regression from the original whitening shade is not observed for this treatment – the device is used as a maintenance regimen in-between whitening sessions. Therefore, G.L.O. goes beyond professional whitening and offers patients longer-term whitening stability.

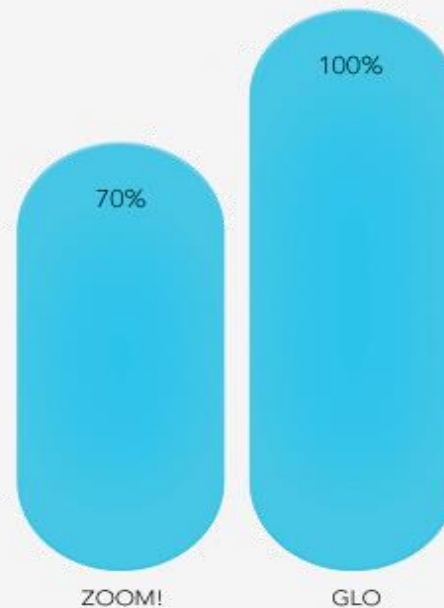
Clinical Studies

GLO Brilliant® Personal Teeth Whitening Device
vs Zoom Professional Whitening

Same efficacy



Percent of users who **did not**
experience extreme to severe pain



See how GLO® Brilliant Teeth Whitening Device compares to Zoom Professional Whitening.

Dr. Sushma Nachnani

STUDY HAD 30 SUBJECTS IN TOTAL WITH TOOTH SHADE OF A2 OR GREATER(VITA SHADE GUIDE)

“G.L.O. goes beyond professional whitening and offers patients longer-term whitening stability.”

– Dr. Sushma Nachnani, University Health Resources

Easy home maintenance with no discomfort

- 0% of GLO users experienced extreme to severe pain after using the product
- 30% of Zoom users experienced extreme to severe pain after using the product
- GLO users own the device; therefore, regression or fallback from the original shade is not seen due to maintenance.

