



24 CLINICAL EVALUATORS

224 TOTAL USES

89% CLINICAL RATING

Key features: Take-home whitening system • Applied directly to the teeth with a wand applicator • LED light to enhance results

Description

Crest Whitening Emulsions with LED Accelerator Light is a take-home whitening system where:

- Whitening material is placed on the teeth with an applicator wand. This wand has a silicone tip that delivers the whitening material onto the teeth.
- Active hydrogen peroxide microdroplets diffuse into the teeth.
- A blue light is utilized at the end of the whitening session to boost whitening results.

Indications

- Take-home whitening.
- Ideal for all teeth alignments.

Unique Attributes

- This product is applied directly to the teeth with a silicone tipped wand; there are no trays.
- An LED Accelerator Light is only needed for 3-minutes after the patient has worn the gel for 30-minutes.
- This material is safe enough to be used up to four times per day with virtually no sensitivity.



Clinical Tips

- Make sure your teeth are dry before applying.
- You only need to use a small amount.
- You get better results if you use the product more than one time per day.

"NO SENSITIVITY IS A GAME CHANGER."

Evaluators' Comments

"It was easy to apply, it had a nice minty fresh flavor, and I liked that there was no tray needed."

"The lack of sensitivity afterwards was big for me as I usually have sensitive teeth."

"It is easy to use on individual teeth."

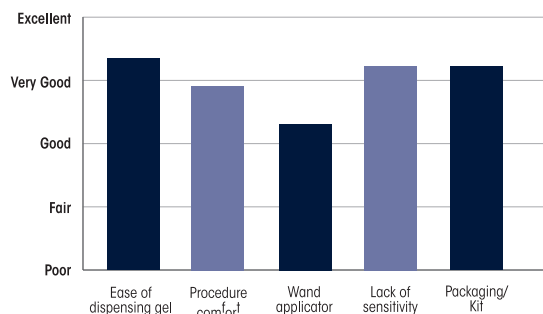
"This product is good for teenagers, post-ortho."

"A tray option would be nice. Other than that, I love it!"

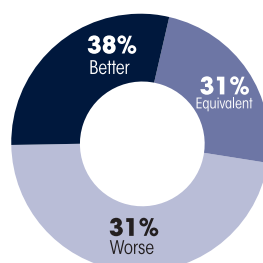
"I would like to see a formula that only needs 15-minutes of application instead of 30-minutes. Only because you have to wait until the end to use the light."

"Great concept and packaging."

Professionals Evaluation Summary:



Comparison to Competitive Products (Professional as well as non-professional strengths):



Consultants who would:

50%

Recommend to a colleague

67%

Recommend to a patient

Consultants who would want to stock in their office:

50%

Yes, instead or in addition to current

22%

I might want to order this product for certain cases



107 PATIENT EVALUATORS

1255 TOTAL USES

90% CLINICAL RATING

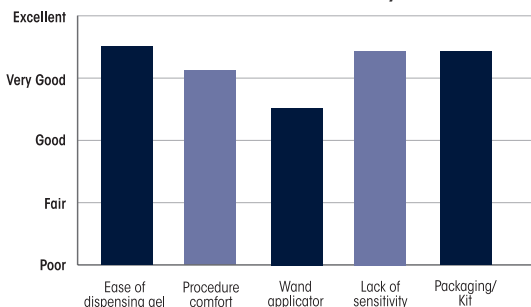
Key features: Take-home whitening system • Applied directly to teeth with wand applicator • LED light to enhance results



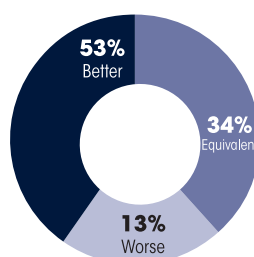
Patient Comments

- **"I couldn't believe how fast my teeth whitened!"**
- "The results were great and the process was easy."
- "My teeth didn't hurt at all when using **Crest Whitening Emulsions**. Also, my teeth turned out nice and white."
- "I liked the light and that I couldn't really feel the gel on my teeth."
- "I like the fact that it was only a 30-minute process and I was still able to talk on the phone and conduct business while whitening."
- "They say that it is still on my teeth, but it feels like it dissipates too quickly."
- **"The packaging was nice; Crest is a reputable company and the brand that I use for my toothpaste as well."**
- "Zero sensitivity to my gums. That's always been an issue with other products. Also, once the gel is applied with the wand, it's a no brainer. There is nothing to rinse off."
- "This product was very easy to travel with."
- "I was not a fan of the application wand. A brush may be a better tool?"
- "The material felt kind of gooeey and I felt that it was hard to get on my teeth and stay."

Patients Evaluation Summary:



Patients Comparison to Competitive Products:



Patients who would:

71% Recommend to a friend or family member

Patients who would consider purchasing in the future:

52% Yes

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Crest Whitening Emulsions with LED Accelerator Light (Crest)

Most liked comments:

- Ease of application of the bleach.
- It's relatively convenient, but strips are better than this.
- I loved the lack of sensitivity. The results were just what I wanted (I'm 63 and was not going for B1). I cheated a couple times and used a tray... It was much easier to keep bleach on the teeth.
- No sensitivity application.
- Easy to use.
- Ease of application, no need for a tray, and the LED Accelerator.
- Easy to use, the whitening agent had a pleasant flavor, and the light is nice.
- Easy instructions to follow and no trays required.
- I trust **Crest** since ever they started with the **Crest Whitening Strips**.
- Easy and cost effective.
- Patients seemed to like it.
- Ease of application and no sensitivity.
- Relatively easy application.
- The final result.
- Easy to use was mentioned an additional 19 times.
- Good results.
- Maybe I used it wrong because I ran out of the gel really fast.
- I was always scared of bleaching my teeth because I thought I was going to damage my teeth. This wasn't hard to do at all and I liked that it didn't hurt.
- I liked that my teeth weren't sensitive after.
- Fast results.
- I was just using the kit to brighten my teeth. I bleached my teeth about 3 or 4 years ago and was looking to touch them up. I had no sensitivity with this kit.
- The light.
- I liked knowing it was a **Crest** product.
- The accelerator light is easy to use and it was comfortable.
- The LED light.
- The ease of use and straight forward process.
- The cool light!
- The ability to use it more than one time a day.
- I had good results.
- It whitened my teeth.
- Easy application and clean up.
- The product is easy to apply.
- The light would make it whiten.
- No tray needed.
- The paste did not bother my teeth or gums.
- The light was new and interesting.
- The cost.
- No flavoring.
- Having no sensitivity.
- It did not make my teeth sensitive.
- How fast it worked.
- It didn't give any tooth sensitivity.
- I noticed a difference compared to other whitening products I have used.
- It works quick.
- There was no bad after taste or feeling on my teeth.
- I appreciated the medium of the paste; it wasn't a super harsh chemical that burned the mouth and was hydrophobic, not causing it to stick to the inside of my mouth. The overall sensitivity was less than the previous product I used.
- Easy to use was mentioned an additional 19 times.
- I had good results.
- It is fairly easy to just put the bleach on the wand and spread on the teeth, but without a tooth mold to hold the bleach against the teeth, it seems like the bleach is easily ingested or could just wiped away.
- Fast and easy within a 30-minute timeframe and I liked the booster LED.
- It whitened my teeth.
- I liked the LED light.
- The comfort of use. As well as the timed session light.
- Good for sensitive teeth.
- There is no flavoring in the product.
- Didn't have any teeth sensitivity.
- I appreciated the fact that it didn't have any impact on my teeth's sensitivity.
- Works well for the whitening of the teeth.
- No sensitivity.
- The ease of application and no sensitivity.
- It did not cause teeth sensitivity.
- The process seemed straight forward. But instructions imply you can use after your morning coffee but did not specify it would be better to brush your teeth prior to applying.
- No sensitivity and no need for trays.
- The procedure seemed non-invasive and was flexible regarding when to apply treatment which helps greatly with my schedule.
- Easy to apply and you don't need to remove the product afterwards.
- No sensitivity.
- Better results than the whitening strips.
- I saw results quickly.
- Easy to apply.
- Didn't bother my sensitivity too much.
- **Crest Whitening Emulsions** provided easy to follow instructions that made it easy for me to use! The best part regarding this product is that I had no issues with tooth sensitivity!
- I liked the light and only having to wear the gel for 30-minutes.
- There was no pain.
- Very convenient!
- Love the stand. Love the ease of the application. The light didn't make me salivate all over like other lights have. And it seems to be waterproof, as I was able to use the light in the shower.

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Crest Whitening Emulsions with LED Accelerator Light (Crest)

Most liked comments continued:

- The taste of the product was nice and refreshing. I liked the stand and that the LED accelerator had a stand as well.
- The comfort of the LED Accelerator and timed automatically once on.
- Fast results with no sensitivity to my teeth and gums.
- Good amount of product.
- I could see a difference in the first use.
- I saw results quickly.
- It did not cause as much sensitivity as the other whitening products I have used in the past.
- Lack of sensitivity.
- Being able to get the emulsions on my teeth.
- I liked the light.
- I did see a change in my teeth.
- Overall, it is a great product. It took me about 2-3 tries to really feel comfortable with the application. Instructions were easy to follow, but it took me time to feel comfortable with what I was doing!
- I would say my teeth didn't get whiter, but I can tell they are brighter, which I think would be because it was removing the coffee stains?! I am happy with the results.
- I like the built-in timer and the fact that it is only a two-minute process.

Some of the additional least-liked comments:

- I have never believed that light was a factor in bleaching and I am unsure that it did much with this product either.
- The results are fine, but I expected more with the light. It was tough to keep the light in for the full 3-minutes, it made me want to gag.
- There was no method to stabilize the bleach on my teeth.
- It's messier than a tray.
- It was sometimes difficult to keep the material from getting diluted by saliva.
- No tray and I felt like I should have used the light right away.
- The time required for whitening and then having to remember to add the light at the end was inconvenient. What if you want to whiten your teeth at night while you are asleep? I believe patients will want something easier to use (like if you use the light first then let the gel remain on the teeth, perhaps patients may be more compliant with directions). The light itself was a bit awkward in the mouth but still usable.
- I didn't achieve the results with this product. I had better results with the **Crest Whitening Strips**.
- Lack of results.
- The applicator.
- It made me want to gag.
- The concentration of the whitening agent could be higher.
- Results aren't the best. It takes many applications to see a small difference.
- Light was somewhat cumbersome and I'm not sure how much it really helped.
- Hard to keep on teeth without saliva getting on it. I used the bleaching trays my husband had made a few years ago and that really worked well.

- It was gooey.
- The wand.
- The gel slipped off of my teeth and became quite messy.
- Manual application of paste.
- The length of time it takes.
- The gel.
- Waiting 30-minutes to apply the light.
- The application.
- Hard to keep the material on for 30-minutes.
- Waiting time before using the LED accelerator following gel application.
- Not sure I was getting good coverage.
- Applicator was not as efficient as applying with my fingertip.
- Sometimes I didn't have time for light.
- Hard to keep product on my teeth.
- Cleaning the wand is a bit difficult.
- Didn't notice a huge difference in whitening.
- I'm not sure how long it stayed on my teeth and having to apply it multiple times a day to see results was inconvenient.
- Applying the emulsion to the teeth was a chore and I just felt that without protecting the emulsion from the lips and mouth moisture, it probably compromised its effectiveness.
- It didn't whiten my teeth as much as I anticipated.
- Whitening results were not that noticeable. Nowhere on the box or product does it say carbamide vs hydrogen peroxide or percentage.
- The LED accelerator was bulky and heavy. The gel hurt my gums, and caused sensitivity.
- The whitening gel didn't stick well onto my bottom teeth.
- Would like to have a different flavor, like raspberry or no taste. Would also suggest a small piece of rubber, on the mouth piece of the LED light, so I can bite that with my front teeth for little better control.
- Very difficult to get emulsions off the wand and spread onto the teeth. Having to use the light as an added step after waiting.
- It was quite difficult to get the emulsion to stick to my teeth. I tried to dry my teeth very well, but once the saliva production increased significantly, the emulsion would easily slip away from teeth. Any movement of lips near teeth would wipe the emulsion away and it's hard to keep lips from touching teeth as saliva increases.
- The whitening expectations were high with the use of the LED light, but in the pictures, people were unable to tell which was
- pre-whitening and post-whitening. The instructions say to apply the gel generously, but only 2 tubes should be used per year. In almost 2 weeks I used most of the tube.
- My mouth watered like a fire hose.
- It was easy to use, but the mouthpiece was a bit uncomfortable.

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Crest Whitening Emulsions with LED Accelerator Light (Crest)

Some of the additional least-liked comments (continued):

- Cleaning the stick.
- Sensitivity.
- I wasn't sure if I was supposed to brush my teeth after or not since I currently have clear aligner trays. I didn't know if it would affect the trays.
- Having to spread on teeth with the paste.
- Sticky and hard to get on teeth.
- It seemed to be difficult to spread evenly over my teeth.
- The paste was waxy and greasy feeling.
- The idea is good, but it had poor performance.
- It didn't seem to help.
- The wait time.
- Doesn't come with a cheek retractor.
- It gave me a headache.
- Minimal whitening results.
- I thought it was hard to know how much to dispense and the gel foamed in the mouth; quite unpleasant. Also, even though the manufacturer tried to make a stand for the paste and what-not, it is still wobbly and doesn't have anywhere to put the LED accelerator light.
- Cumbersome and uncomfortable.
- The instructions weren't very clear. I was left unsure about a few aspects of the product and if I was using it correctly.
- I did not have great results.
- I would have preferred a brush due to the rubber applicator, the applicator was stiff and made it hard to spread.
- It was difficult to apply the paste to my teeth.
- I wasn't sure it stayed on the whole 30-minutes because it was hard to keep my lower teeth totally dry during application.
- I found the application was easier for my top teeth versus the bottom teeth. It was difficult to keep my mouth and teeth dry enough to apply the paste or to know if I put enough on my teeth.
- One application per day was enough. Any more than that seemed like a waste of my day. The bottom of my teeth seemed to lose emulsion due to saliva. I felt the desire for a tray to keep paste in place.
- Spreading the product evenly on the teeth was difficult.
- The applicator brush could have been slightly wider.
- Cleaning the application wand.
- The wand applicator.
- The wand was kind of weird, but I ran out of the gel so fast I must have been doing it wrong. The instructions were easy to follow, but I may have messed something up?
- Application to teeth.
- Didn't work much for me.
- I think I would prefer something to keep on my teeth - like the tray, because I feel like the product came off once I put it on.
- My lower teeth became very sensitive, I had to discontinue the use for a few days.
- Not strong enough for one application a day.
- It was hard to keep the bleaching gel on your teeth. It feels like it wipes off.
- I did not get the result I was hoping for.
- Hard to clean.
- Very messy and hard to apply correctly.
- It was messy and hard to use properly.
- The whitening paste was difficult to keep on the teeth. I believe I may have extra saliva which did not allow the whitener to adhere to the teeth very well. The **Crest Whitening Strips** went directly on the teeth and stayed. The whitening paste didn't stick to the teeth well and I don't believe really adhered enough to work.
- I didn't like the application wand, using my finger was easier.
- It is bulky.
- It did not whiten my teeth.
- The light needs to be able to fit on the stand with the wand and emulsion or it needs a case. It sits on the counter and seems unsanitary.
- Having to wait 30-minutes was inconvenient.
- It did not whiten my teeth as much as the other whitening products. However, it was not as sensitive, so perhaps that was the tradeoff.
- I did not want to close my lips together when the gel was on, as I did not want to disturb the whitening material on my teeth.
- The applicator could be more of a paint brush type.
- It was a little messy, I ended up using my finger to put the whitening paste on my teeth. I did not like the accelerator light because it did not have a stand to sit in.
- The paint brush application strategy.
- Time consuming.
- Cleaning the LED Accelerator after use.
- It felt like it was hard to get the gel to stay on my teeth with the rubber wand.
- Difficult to get to stick to teeth, my mouth kept watering.
- The applicator.

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Crest Whitening Emulsions with LED Accelerator Light (Crest)

Suggestions for improvement comments:

- *It claims to not be a messy product but that is dependent on patient use. I did have a bit of trouble in keeping the material isolated on the teeth.*
- *Make it more like **Pola Light**. In that system, the light has an extended rubber piece which allows for occlusion while holding the bleach against the facial surfaces of the teeth to be bleached.*
- *The applicator is a little cumbersome to apply on teeth.*
- *Include trays.*
- *Revisit the timing with the light. If there is a way to activate things earlier, I believe more people will enjoy this product.*
- *The efficiency of the product and developing a way to have the paste stay on the teeth more effectively, such as a tray system.*
- *Improve the applicator.*
- *Increase the strength.*
- *Maybe the light needs to be worn longer at one time?*
- *Offer them in different concentrations of whitening.*

What tools/information would you want in order to recommend to your patients?

- *Pamphlets, trial versions to determine the ability to brighten, and a display.*
- *Trays.*
- *Coupons.*
- *Pamphlets and a display.*
- *A website would be nice.*
- *Easy, instructional video we can upload on our tablets and show them how to use the product when in dental chair.*
- *Displays and pamphlets.*
- *Flyers and a display.*
- *Pamphlets, especially explaining decrease in sensitivity .*
- *Pamphlets explaining the process and the whitening treatment in general.*
- *Pamphlets and coupons.*
- *A display.*

Professionals: How many times did you use the booster light?	
Answer Choices	Responses
Every time I whitened	53%
Most of the time I whitened	37%
Some of the time that I whitened	11%

Professionals: What brand of take-home whitening do you stock?	
Answer Choices	Responses
Colgate	1
Day White	1
Nite White	1
Opalescence To Go	3
Opalescence	2
Opalescence/GLO	1
Ultradent	2
Ultradent GO Strips	1
Venus	2
Zoom	3
KOR and Pola Light	1

What clinical tips would you give a colleague or patient using this product?

- *Follow the directions in the packaging directly as the process of having any gel on the tissues can be uncomfortable.*
- *Do not overapply the whitening material.*
- *If you have a bleaching tray, use it!*
- *Just make sure you cover the entire tooth; with trays, it forces it all over.*
- *Make sure you dry off your teeth prior to use /application of the whitener. It is the same consistency as Vaseline and is easier to apply on a dry surface.*
- *I recommend this product for those who have difficulty placing Crest Whitening Strips.*
- *The applicator is fine.*
- *Use before bed in case of sensitivity.*
- *Make sure to let paste dry in teeth before closing mouth.*

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Crest Whitening Emulsions with LED Accelerator Light (Crest)

Were there any clinical situations in which you felt Crest whitening Emulsions with LED Accelerator Light stood out or was especially helpful?

- I am asked all the time about advancements in bleaching and they are usually centered around questions of sensitivity. This product does seem to help give an option in those situations.
- This would only be good in a situation where the patient was not amenable for alginate impressions for custom bleaching trays.
- Older patients with sensitivity issues.
- Directions were great.
- The light and the non-tray issues are a big plus.
- It was easy to keep the product away from the gingiva and it's easy to get in between the teeth.
- Quick and inexpensive applications.
- Patients who have experienced sensitivity with other products.
- It's easy to apply and go on with your normal routine.
- Individual dark teeth. This would be easy to use on a particular tooth to follow-up at home.

How would you compare Crest Whitening Emulsions with LED Accelerator Light to your normal brand?

- I feel take home tray whitening is better, but it can cause more sensitivity.
- Not close; this **Crest** product did not give good if any results.
- No whitening of the teeth was obtained.
- About the same as **Pola**, not as good as **KOR**.
- This is a much different kind of system, but if the results are similar, I'd be happy to offer this as an option.

Professionals: Do you normally take-home whitening in your practice?	
Answer Choices	Responses
Yes	94%
No	6%

Patients: Have you whitened your teeth before?	
Answer Choices	Responses
Yes	70%
No	30%

Patients: How many times did you use the booster light?	
Answer Choices	Responses
Everytime I whitened	88%
Most of the time I whitened	7%
Some of the time I whitened	5%

Patients: What brand of take-home whitening have you used before?	
Answer Choices	Responses
Colgate	3
Crest White Strips	36
Custom Trays	3
Opalescence	8
Snow	4
Venus	2
Zoom	4
Day White	1
Dentist issued whitening	1
Office bleaching and take-home trays	1
KoR Whitening	1
Sheer White Whitening Strips	1
Strips	1
Trays and Whitening Toothpaste	1
20% bleach with tray	1

Final comments on Crest Whitening Emulsions with LED Accelerator Light:

- The idea of the LED light is good; however, more **Crest Whitening Emulsions** should come with the kit.
- I did not notice a significant whitening effect on my teeth, but we have been testing other whitening products which may have affected this visual result.
- This was good stuff. I have never bleached before and I really liked the process.
- Great product, I really liked it!
- I really liked the lack of sensitivity.

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Crest Whitening Emulsions with LED Accelerator Light (Crest)

Final comments on Crest Whitening Emulsions (Continued):

- I liked it a lot. I will be happy to use again.
- Love the light! I will continue to use it more consistently.
- I like the product!
- Great product.
- I loved how my teeth were never sensitive and my gums didn't get a chemical burn if some of the product got on them.
- I would like to see if using this longer would get a better result.
- The instructions are poor. The paste feels greasy and 30-minutes is a long time to have that just sitting on your teeth. It leads to saliva collection.
- I would not buy or recommend to others.
- I don't find this product to work better than **Crest Whitening Strips** other than less gum sensitivity, but I did not have discomfort with the strips and might continue to use them if there is a big price difference.
- I thought the kit did a very good job at whitening my teeth. I noticed a difference after day 2. It was fast and easy and I kept it by my tooth brush. I would purchase this kit in the store if I needed a whitening agent.
- Works well, but I see one opportunity for improvement; applying the gel with wand applicator was not easy. I would prefer a brush.
- I thought it was pretty good. Overall, I would prefer something that sits on your teeth with a tray or something like that.
- I had tooth sensitivity.
- Great whitening results and zero sensitivity is a game changer.
- Great idea. Personally, I didn't notice a significant difference in teeth whiteness. They may be slightly whiter towards the tips of my teeth but the overall consistency of my teeth didn't seem significantly whiter. I still have some emulsion left so I will continue the treatment to see if it simply takes longer to see significant results.
- I am much more likely to use a whitener due to the ease of use and virtually no sensitivity. I hated the strips and stopped using them. I don't know if you can recommend using a fingertip as an application option, but it certainly is easier.
- It is one of the better products out there at this time. With today's focus on health, how safe is the product?
- I'm sad this didn't work for me.
- Overall, it is a great product. I had wonderful results in the end. I now have whiter teeth and it did not cause any worsening sensitivity to my teeth! I am very happy.
- The packaging and presentation were very sub-par.
- Love everything about it except the whitening result itself. I did have zero sensitivity though.
- Stopped using because I felt gum sensitivity within the first few uses. Felt that the gel melted away too quickly. I also thought it was odd to use the LED accelerator 30-minutes after I put the gel on.
- Overall, it made a slight difference to my teeth.
- Ineffective, I did not see any real results from using this product.
- I've already recommended it to two people. Excellent product!
- I would not recommend. Sorry.
- Decent product; I liked that I didn't have sensitivity
- Thank you!
- It's hard to keep the emulsion on your teeth for 30-minutes because the saliva keeps washing over it. By day 3, I had sensitivity and my gums and tongue were burning and/or were irritated.
- Easy to use with still good results.
- I wish the LED light had a flat bottom for ease of seating on the countertop so that the mouthpiece could stay in the air.
- Instructions could be a bit more clear. Should users brush or w/floss prior or not?
- I would like to have a guard covering the gel on the teeth so my lips could stay more comfortable.
- I liked participating in your whitening kit. Packaging was very nice and the main reason that I was willing to try it was because of the low to no level of teeth sensitivity.