



WHITE ROYALE

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THE SMILE YOU DESERVE



ABOUT US

Enabling people to shine with full confidence requires thorough knowledge of whitening and oral care ingredients, as well as production techniques. Cavex Holland has been a dominant player in the dental market since 1908. By continually developing science-based new products, we have always focused on meeting any dental demand of both professionals and consumers, in compliance with the highest standards of quality and reliability. We take great pride in knowing that our products are used by thousands of people all over the world every day.

OUR BRAND

WHITE ROYALE
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THE SMILE YOU DESERVE

White Royale appeals to consumers with its well-kept appearance and high-end quality. This concept seduces its users because who wouldn't want 'THE SMILE YOU DESERVE'? At White Royale we do not aim for gold but platinum, as you deserve the best! The recognizable 'W' forms the platinum crown, subtly referencing 'Royale' and our little kingdom.

OUR MISSION

Teeth whitening has become the most popular dental treatment in the last few years. Why? People are always searching for beauty and having a bright smile is a big part of this. Even in ancient times people used substances like vinegar and pumice to whiten their teeth. Luckily for us today, we can rely on premium whitening solutions that give excellent long-term results.

Nowadays teeth whitening treatments have become easy, fast, effective and affordable. Therefore, everybody can have a bright and radiant smile for a very long time.

HOW WHITENING WORKS

A brighter and whiter smile can boost your self-confidence and make you look years younger. Hydrogen peroxide is the main ingredient in White Royale Teeth whitening gels. During a whitening treatment, hydrogen peroxide (H_2O_2) breaks down into water (H_2O) and oxygen (O_2). The energy released in this reaction breaks down the large colored molecules in the elements into small uncolored molecules. By repeating this several times, all colored molecules are broken down, the discoloration on the teeth disappear resulting with radiant, natural white teeth.

THE HISTORY OF TEETH WHITENING

The practice of teeth whitening began around 3000 years ago, when the ancient Egyptians created a whitening paste using ground pumice stone mixed with wine vinegar. Ancient Romans actually used urine to whiten their teeth. The ammonia was used as the active whitening agent. In the early 1800s, people started using caustic soda or acids to whiten their teeth. This can be effective on removing surface stains, but will not have an effect on deeper discoloration in the enamel and dentin, the yellowish tissue that makes up the bulk of all teeth. Unsurprisingly, caustic soda or acids also caused a lot of damage to the teeth of the patients.

Later, in the 1900s, hydrogen peroxide became a popular whitening agent. It was discovered that hydrogen peroxide was also an effective tooth whitener during an investigation on how to treat gum disease. In 1989 Dr. Haywood first introduced Nightguard Vital Bleaching. This involved the application of whitening gel containing hydrogen peroxide in a thin custom-fitted tray. The patient wore the tray overnight or for several hours during the day for a period of 2 to 6 weeks. Nowadays, hydrogen peroxide continues to be the main ingredient in teeth whitening gels. They work by penetrating the enamel and breaking up colored molecules within the dentin.

WHY WHITE ROYALE TEETH WHITENING AND ORAL CARE

- Production – Our products are made in The Netherlands.
- Quality – Our products are made with premium quality materials.
- Convenience – Our products are very user friendly.
- Effectiveness – Our products contain Hydrogen peroxide, the ingredient that actually bleaches the teeth.
- Comfort – No treatment at the dentist, our products can be in the comfort of your own home.
- Safe – Our products are tested in accordance with the EU legislation and quality control.
- Affordable – Teeth Whitening and oral care should be an affordable luxury so that nearly anyone can feel like a superstar and enjoy the benefits of White Royale.

WHITE ROYALE PRODUCT PORTFOLIO

The White Royale product portfolio consists of multiple teeth whitening and oral care solutions. Products that make people smile with full confidence.

PREMIUM PERFECTION + KIT

The White Royale Premium Perfection+ Kit is the crown jewel within the White Royale assortment. It contains 3 whitening pens with 9% Hydrogen Peroxide Superior whitening gel and a Smart LED Mouthpiece. The kit is very user friendly. Simply twist the bottom of the pen until a small drop of HPS whitening gel appears on the bristles and apply the gel directly onto the teeth. Then put the Smart LED Mouthpiece in your mouth and select the preferred LED mode to boost the 9% HPS whitening gel. This kit contains enough whitening gel for a complete whitening treatment. Due to the revolutionary HPS gel in the pens, the kit does not need to be stored refrigerated.

WR004



PREMIUM PERFECTION WHITENING PENS

These White Royale Premium Perfection Whitening Pens contain 9% Hydrogen Peroxide Superior whitening gel to create an ideal on-the-go whitening solution. Using the pen is simple, just twist the bottom of the pen until a small drop of HPS whitening gel appears on the bristles and apply the gel directly onto the teeth. The brush tip is ideal for those hard-to-reach areas. Due to the revolutionary HPS gel in the pens, the kit does not need to be stored refrigerated.



WR003

PREMIUM WHITENING KIT SINGLE

A complete do-it-yourself at-home whitening kit. Simply individualize the thermoforming whitening tray, apply the 6% PVP hydrogen peroxide gel and wear it for 15 to 30 minutes per day. Whiten your teeth daily until you have achieved the desired result. The kit contains enough whitening gel for a complete whitening treatment and a touch-up whenever required.

WR001



PREMIUM WHITENING KIT DOUBLE

A complete do-it-yourself at-home whitening kit for two. Whiten your teeth together with your partner! Simply individualize the thermoforming whitening trays, apply the 6% PVP hydrogen peroxide gel and wear them for 15 to 30 minutes per day. Whiten your teeth daily until you have achieved the desired result. The kit contains enough whitening gel for two complete whitening treatments.

WR002



PREMIUM PERFECTION PREFILLED KIT

A complete, quick and efficient at-home whitening treatment with one-size-fits-all trays prefilled with 9% Hydrogen Peroxide Superior whitening gel. The revolutionary HPS gel works extremely fast, stays perfectly in place during treatment and does not need to be stored refrigerated. The kit contains 8 individually wrapped, double sided trays for whitening the upper and lower teeth at the same time in just 15 minutes per day.

WR005



PREMIUM WHITENING TOOTHPASTE

A pleasant, refreshing and effective whitening toothpaste with 3% hydrogen peroxide to clean and whiten your teeth at the same time. This premium whitening toothpaste leaves a lasting freshness and is enamel safe.

WR006



EXTREME CLEANING PASTE

The easiest and most effective way to remove superficial staining from your teeth before a whitening treatment. White Royale Extreme Cleaning Paste is mildly abresive and has a suprisingly fresh flavor.

WR007



PREMIUM CONFIDENCE BOOSTER

Boost your confidence with this ready-to-use mouthwash! The White Royale confidence booster gives you a long lasting fresh breath. The well-balanced ingredients in this mouthwash kill bad bacteria in the mouth without affecting the beneficial ones. The booster comes in a 500 ml bottle with an integrated dosing cup and in a compact 250 ml bottle. Rinse and gargle for 30 seconds once or twice a day for a long-lasting fresh breath.

WR008 – 500 ml

WR009 – 250 ml



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