

THE DENTAL ADVISOR™

"Improving Patient Care Through Research & Education"

LumaCool Whitening Pen + + + +

LumaLite, Inc
800.400.2262 • 619.660.5410
www.luma-lite.com

Description

LumaCool Whitening Pen (Lumalite, Inc.) is a whitening material that contains 7.5% hydrogen peroxide. It is conveniently packaged in a 2.5-mL pen with a twist-click dispenser and brush tip, which has approximately enough material for 40-50 applications (or one month). This product is designed for maintenance after in-office whitening and will whiten non-whitened teeth approximately one shade. **LumaCool Whitening Pen** may be applied up to three times per day, and patients are instructed not to eat for 30 minutes after application. Six consultants and 30 patients evaluated **LumaCool Whitening Pen**. This product received an 86% clinical rating.

Suggested Retail Cost

- \$86.00/10 pens

Product Features

Patients rated **LumaCool Whitening Pen** highly for its convenience and ease of use. They commented on their ability to take the pen with them and easily apply the whitening agent. Consultants reported the ability to personalize the **LumaCool Whitening Pen** with their practice names as the highest rated feature, and stated that the packaging and appearance of the pen were excellent. Both consultants and patients liked that the material appeared invisible on the teeth. Ninety percent of patients who used **LumaCool Whitening Pen** had previously whitened their teeth, 69% of patients found **LumaCool Whitening Pen** to be better than or equivalent to their prior whitening method, and 84% would continue using it. All consultants reported they would provide **LumaCool Whitening Pen** in their practices. Four out of the five consultants would recommend and purchase **LumaCool Whitening Pen**.

Clinical Tips

- Patients with ulcerative gingivitis or stomatitis should not use this product. ■



Consultants' Comments

- ◆ "It's great for patients who need just a little bit of whitening."
- ◆ "Convenient, handy, sleek and trendy."
- ◆ "Not sure about the lasting effects."

Patients' Comments

- ◆ "Convenient, easy to apply and didn't interfere with my morning coffee."
- ◆ "Gentle enough for people who have sensitive teeth."
- ◆ "Very convenient for traveling."
- ◆ "I couldn't tell how much was left in the pen."

REPRINT

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Ratings

Excellent	+++++
Very Good	++++
Good	+++