



## GLO Brilliant® Whitening Device vs. Crest 3D White Whitestrips Advanced Vivid (CWS)

### Objective

The purpose of the study was to evaluate the efficiency of a novel home whitening system on tooth whitening and to compare the G.L.O. Device with Crest 3D White strips Advanced Vivid, Enamel.

### Methodology

This is a randomized, parallel group, single-center, examiner-blind clinical trial. The 30 subjects recruited (completed; n= 27) were randomly assigned to one of the following treatment groups:

1. GLO Whitening System (n= 14)
  - 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. Crest 3D White Whitening Strips Advanced Vivid, Enamel (n= 13)
  - One time per day after brushing teeth
    - 30 minute application

Safety and efficacy measurements were obtained at baseline, time of whitening, day 5 and day 10. The measurements were as follows:

- Safety measurement →
  - Sensitivity Questionnaire
  - Oral Status Interview
  - Oral Examination
  - Adverse Events Evaluation
- Efficacy measurement →
  - Vita Shade Guide

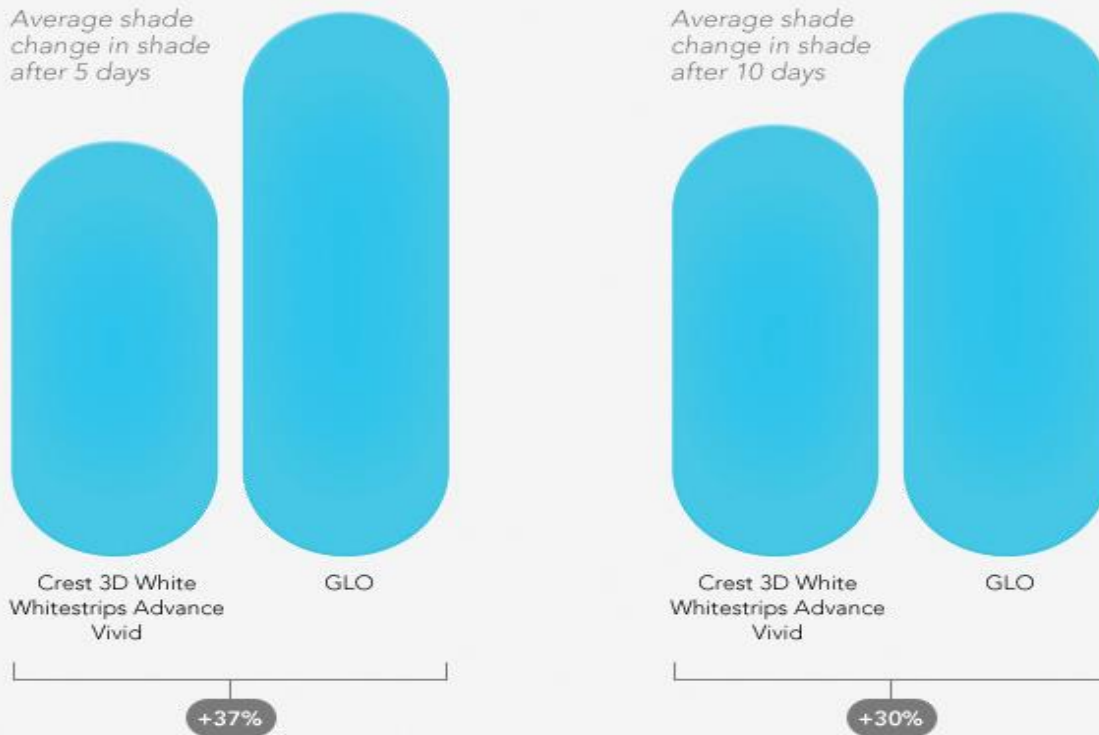
### Results

The G.L.O. users demonstrated a change of 4.8 shades on average, and the Whitestrips users changed 3.7 shades on average, after 10 days. The data presented has demonstrated that users of the G.L.O. device tend to, on average, change an additional shade in the same time frame as the users of the Whitestrips in a sample of 27 individuals.

The subjects using the G.L.O. device provided some additional feedback regarding the product and its usage. 100% of the subjects were satisfied with the results of the products after the 10-day period. None of the subjects reported any pain or cold sensitivity in the teeth after using the product. Approximately 86% of the subjects reported that they would recommend the product to a friend.

# Clinical Studies

GLO Brilliant Personal Teeth Whitening Device vs  
Crest 3D White Whitestrips Advanced Vivid



See how GLO® Brilliant Teeth Whitening Device compares with Crest 3D White Whitestrips Advanced Vivid, Enamel Safe.

Dr. Sushma Nachnani

STUDY HAD 27 SUBJECTS IN TOTAL, 14 IN THE GLO GROUP AND 13 IN THE CREST WHITESTRIPS GROUP

**“The GLO users demonstrated a change in 4.8/5 shades... the white strips users changed 3.7 shades”**

## No sensitivity and superior whitening power

- 100% of GLO users were satisfied with the product after 10 days
- 0% of GLO users reported any pain or cold sensitivity in the teeth after using the product
- 86% said they would recommend GLO to a friend

- Dr. Sushma Nachnani, University Health Resources

