

CLINICAL STUDY



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

OBJECTIVE

Evaluate the efficiency of a novel at-home system on tooth whitening and to compare the G.L.O. Device with Crest 3D Whitestrips Advanced Vivid.

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.

RESULTS

GLO users:

Whitened by 4.8 shades

Whitestrips users:

Whitened by 3.7 shades

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

