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Ayton Global Research ran an 8-week consumer research study for STYLIDEAS where 50 volunteers trialed their teeth whitening kit – TB01 Teeth Whitening Kit Study. The summary of the results is below:

The percentages are rounded to the nearest whole number.

88% felt their teeth looked whiter after 4 weeks – week 4

86% found the kit easy to use. – Week 5

72% would be happy to replace their regular toothbrush/dental routine with StylSmile kit. – Week 8

81% did NOT experience any tooth sensitivity - Week 8

70% would recommend to others – Week 8

86% said teeth felt clean after using – Week 4

74% found the accelerator tray comfortable and easy to use – Week 8

95% liked how the toothbrush looks – Week 8

Jack Court



Quality Assurance Manager

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