

POPWHITE Product Testing Clinical Study

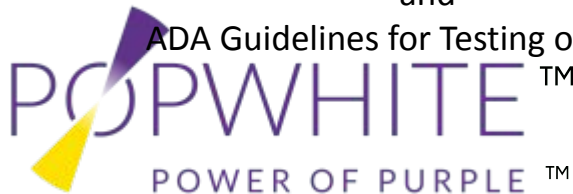
***Independent Scientific Clinical Study of Safety and Efficacy:
14 Day Combined Use of POPWHITE® Toothpaste and Oral Rinse
by: Martin Giniger, D.M.D., Ph.D., F.I.C.D.***

DATES OF STUDY: February 10, 2018 – March 1, 2018

MAJOR OBJECTIVES: The major objective of the study was to test the safety and effectiveness of a combined regimen of POPWHITE® Toothpaste and Oral Rinse, which contains a patented purple tinted color correcting technology that delivers a whitening enhancement formulation to the teeth while brushing and rinsing. The recommended protocol is brushing and rinsing twice daily for 2 minutes (brushing) and 1 minute (rinsing), yielding a 6-minute daily total exposure.

The study was conducted in accordance with the Guidelines for Good Clinical Practice and

ADA Guidelines for Testing of Toothpaste and Home Whitening Products.



POPWHITE Product Testing Claims Verified

FOR SUBJECTS OF ALL AGES – POPWHITE TOOTHPASTE AND ORAL RINSE COMBINATION TWICE DAILY USE

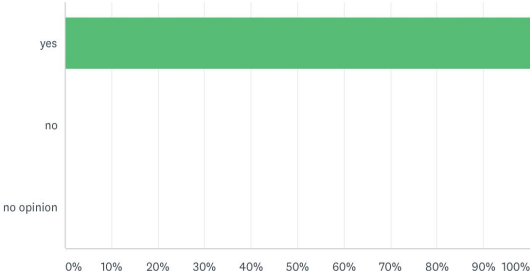
1. Whitens teeth 2.5 shades in 1 day
2. Whitens teeth 4.1 shades in 7 days
3. Whitens teeth 6.3 shades in 14 days
4. Proven safe to use
5. Does not cause irritation of gums
6. Does not cause tooth pain/sensitivity
7. Reduces gum irritation after 14 day
8. Achieves all of the above using proprietary color correcting technology and no peroxide



POPWHITE Product Testing Results

I did not experience any pain or sensitivity when using the products

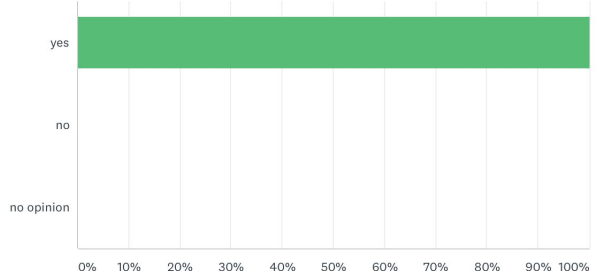
Answered: 25 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ yes	100.00%	25
▼ no	0.00%	0
▼ no opinion	0.00%	0
TOTAL		25

The products reduced the yellowness of my teeth

Answered: 25 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ yes	100.00%	25
▼ no	0.00%	0
▼ no opinion	0.00%	0
TOTAL		25



24 Year Old Male - Smoker - 6 Shades Whiter



37 Year Old Female - Non-Smoker - 7 Shades