

USING BLUE LED - THE CUTTING EDGE IN SALON/SPAS FOR TEETH WHITENING

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(Perth WA,2009) Everyone wants a million dollar smile!

Denvega has teamed with BEKS Incorporated, a product development company and worldwide provider of non-invasive medical and aesthetic devices, to launch the BriteWhite Teeth Whitening System® in Australia, available to the spa/Medspas and Beauty Industry. BriteWhite Teeth Whitening System® is the first chair side teeth whitening system that is inserted inside the mouth for the ultimate in professional teeth whitening. Unlike laser, plasma light, halogen and ultraviolet, this exciting technology utilizes cool Blue LED Light Emitting Diodes to activate the custom blend gel which attacks the discolorations without effecting the pulp or softening the enamel. The Blue LED also kills the black bacteria that cause periodontal disease, making it a new tool for the dentist.

Denvega first met with Inventor and developer of BriteWhite Teeth Whitening, Joyce Osborn in November 2007 and learned the story behind the development of the system. Joyce owned a wellness spa for 26 years and felt a void in the esthetic arena. “I could do everything from head to toe for clients except whiten their teeth. It bothered me to have done a great job, offering head to toe beautifying, but the client still had yellow teeth. When I did permanent makeup on lips, the smile bothered me because of the yellow teeth.”

She had been using LED’s principally for skin and developed a protocol for acne and other conditions. She also wrote a book entitled, “Take a Walk Through Life With LED Light.” She theorized that LED’s would be effective in teeth whitening and consulted with a scientist friend who worked with LED’s for NASA. The friend confirmed her theories and recommended patenting the process. Joyce followed the advice and now holds the worldwide rights and pending patent and has received FDA Clearance.

BEKS dedicated design; production and support team are committed to the manufacturing and marketing of quality and clinically effective systems. “I felt the esthetic industry needed a new revenue flow. I was offered to license my product to a laser company wanting to keep it in the dental industry, but I felt we needed a new revenue flow for the esthetic industry and decided to keep it in both markets, said Ms Osborn.” Up to eleven (11) shades of increased whiteness is achieved on aged teeth. Routinely, a minimum of 4 – 6 shades is achieved in 40 minutes. Results have proven to be positive for hard to whiten teeth like Tetracycline.

BriteWhite's new technology is not just a teeth whitening device, but a complete system for whitening. The system includes the home maintenance with a complete line of toothpaste, mouthwash and whitening gels.

BriteWhite treats the entire front and back teeth by inserting the mouth plate directly inside the mouth during the treatment time, without the aide of cheek retractors, rubber dams, or goggles. The proprietary activating gel is near pH balancing, keeping the teeth hydrated while whitening treatments are complete. The product does not have fluoride or alcohol, keeping the teeth hydrated.

BriteWhite is safe enough to be used by patients receiving chemotherapy and radiation if approved by their oncologist with a written consent, but limited to 16 years of age and younger with parental consent; however, it is not recommended for everyone. The treatment is not recommended for those pregnant.

BriteWhite is a sophisticated product designed and engineered for utility, efficacy and durability. Ms Osborn is also the founding member for the CCTW (Council for Cosmetic Teeth Whitening), an organization for the benefit of providing teeth whitening outside the dental industry. "For the first time, teeth whitening can be done while getting a pedicure, facial, or other cosmetic services. Teeth Whitening is a multi billion dollar industry, has been sold OTC (over-the-counter) for years and should be a part of the cosmetic treatment for beautifying. I feel teeth whitening should be added to the cosmetology services as it is safe, affordable and quick," says Ms Osborn.

Denvega is eagerly anticipating the introduction of BriteWhite teeth whitening Kiosks to shopping centers' across Australia during 2009 and look forward to launching the new BriteWhite Magic Pen. The Magic Pen is a purse sized whitening pen created for easy application and convenience. Denvega is excited to introduce these new concepts into the Australian market and like Joyce we intend to make teeth whitening affordable and accessible to everyone.

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