The e-Bright Tooth Whitening Accelerator Home Edition brings the power and effectiveness of professional, dental office whitening direct to the consumer providing dramatic results in just three treatments of 20 minutes.
THE E-BRIGHT: PROFESSIONAL WHITENING RESULTS FROM THE COMFORT OF HOME

Developed by dentists with comfort and safety in mind, the e-Bright Tooth Whitening Accelerator is the first over-the-counter teeth whitening system to combine the light-accelerated whitening technology used in dental offices with a gentle, safe, and effective whitening gel. Clinically proven to whiten teeth dramatically in only three, 20 minute treatment sessions, the e-Bright system is an enamel-safe, take-home whitening system that removes years of stains in a simple, effective treatment.

Based on the same technology used in the BEYOND™ Power Whitening Accelerator, our professional, in-office bleaching system, the e-Bright contains 18 light emitting diodes (LEDs) that emit an intense visible blue-white light with a wavelength of 480-520 nanometers, the most effective wavelength for light-accelerated tooth whitening.

When combined with the application of the 6% hydrogen peroxide, over-the-counter strength e-Bright whitening gel, the light from the e-Bright LED light unit accelerates the tooth whitening process by significantly increasing the rate at which the hydrogen peroxide solution breaks down and oxygen is released. This creates an oxidation effect inside the teeth and the visible stains inside the teeth (caused by the accumulation of long-chain carbon based molecules from staining food, drinks, and tobacco products) are broken down, rendering them neutral in color, and restoring teeth to their natural color.

INNOVATIVE LIGHT-ACCELERATION TECHNOLOGY

The e-Bright utilizes an intense cold-light light source at a wavelength of 480 to 520 nanometers to accelerate the whitening process. Light-acceleration whitening technology is not a new trend, and many of the professional, in-office dental whitening systems also use LEDs to emit the 480-520 nanometer wavelengths that are beneficial for whitening. The e-Bright is the first system to introduce this kind of light-acceleration technology to the over-the-counter, home-use retail market.

It should be noted that there are several other systems on the retail market that make claims to use “light acceleration” technology. However these claims are oftentimes based on the use of several, often flashing, low-intensity LED lights embedded in a whitening tray. These systems do not produce significant light output and are not true light-acceleration systems. Such systems may provide some whitening effect as a result of the whitening gel, but the process is not comparable to that of the e-Bright.

HYDROGEN PEROXIDE-BASED WHITENING GEL FOR SUPERIOR WHITENING

Hydrogen peroxide is the active agent in the e-Bright whitening gel. This differs from most other over-the-counter whitening products, most of whom use carbamide peroxide (sometimes called urea peroxide). This is
because carbamide peroxide is more stable than hydrogen peroxide and therefore has a longer shelf life. However, although both hydrogen peroxide and carbamide peroxide will whiten teeth, hydrogen peroxide at an equivalent strength is clinically proven to whiten faster. This is because hydrogen peroxide is readily converted to water and oxygen, whereas carbamide peroxide must first break down into hydrogen peroxide and urea, before completing the chemical process. This slower chemical reaction makes carbamide peroxide more appropriate for whitening trays that need to be worn overnight, but not a viable option for quicker and more convenient whitening treatments as seen with the e-Bright.

The percentage of hydrogen peroxide in the whitening gel is also an important contributing factor to the treatment time and results. The e-Bright uses a 6% hydrogen peroxide whitening gel. By comparison, dental offices use up to 38% hydrogen peroxide for chair-side whitening treatments. Over-the-counter products typically use 6% hydrogen peroxide (or the equivalent in carbamide peroxide) in order to ensure customer safety and to minimize risk of sensitivity and irritation to surrounding soft tissues. With teeth whitening, the general rule is the higher the percentage of hydrogen peroxide, the faster the whitening treatment. Therefore the difference between over-the-counter and in-office whitening gel percentages explains why tooth whitening at the dentist office can be done in one treatment, while home whitening can take significantly longer. However, with a higher percentage of hydrogen peroxide comes an increased risk of the customer developing sensitivity during or after the treatment – making the lower, 6% hydrogen peroxide gel used with the e-Bright a better tooth whitening option for those prone to sensitivity teeth.

In the same sense, prolonged exposure to hydrogen peroxide, even at a lower, over-the-counter level, will also increase the risk of sensitivity. In this way, the e-Bright treatment, with a combination of 6% hydrogen peroxide whitening gel and cold-light technology is a better choice than those over-the-counter whitening systems that require repeated application of whitening gel over the course of several days or weeks.

**MARKET NOTES AND COMPETITORS – RETAIL WHITENING SYSTEMS**

The e-Bright system will compete directly with the traditional “boil & bite” tray systems available on the market, as well as some of the newer, thinner-fitting, ready to wear tray systems, paint-on application gels, and whitening strips. Without light acceleration, these treatments are relatively slow and take a significantly longer time for treatment than the e-Bright system.

The retail tooth whitening market is a massive multi-billion dollar, growing market. It is estimated that more than 100 million Americans have purchased or used a home whitening product in the last 2 years. The market is estimated to reach 10 billion dollars in the U.S. alone by 2010.

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Like most beauty products, the results from use of teeth whitening products are temporary. Tooth whitening results last from six months to two years depending on the diet and oral hygiene of the user. It is worth noting that users of teeth whitening products tend to become repeat users as results slowly fade over time. This tendency towards repeat purchasing has made tooth whitening another beauty standard rather than a short-lived trend or fad. In recent years, tooth whitening has come to be considered as an integral part of the American beauty culture, fueled further by popular media; “Hollywood smiles”, music stars, models, and beauty magazines, and continues to spread in popularity to countries worldwide.

SIMPLE, EFFECTIVE TREATMENT FOR MAXIMUM RESULTS

The e-Bright treatment is broken down into 20 minute applications of whitening gel. This ensures that the whitening gel is always active and total treatment time is minimized. The hydrogen peroxide in the e-Bright whitening gel begins to break down as soon as it is applied to the teeth and exposed to the LED light. This makes the whitening process very effective and quick; however it also means that the whitening gel will become inactive in about 25-30 minutes. Therefore, to maximize efficacy, we only recommend that the customer apply the whitening gel for 20 minutes. This is the optimal whitening range and any longer application will not lead to a significant increase in whitening results. The short treatment time can also be marketed as a convenience to the customer. If they need to wear a whitening product for an hour at a time, twice a day, then the treatment is no longer convenient.

The e-Bright procedure is simple and straightforward. After watching the included instructional DVD and reading the multi-lingual instruction manual, the customer should be able to perform the treatment on themselves without any difficulties. The following is a step-by-step photo outline of the procedure:

After three, 20 minute applications, the customer will already see dramatic whitening results. If he or she has already reached his or her desired whitening results, then he or she can stop the treatment here. However, for maximum results, we recommend that the customer perform an additional two, 20 minute applications for five full applications. There is enough whitening gel in the tube and enough whitening strips for five applications.

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The e-Bright can also be used by more than one person. Refill packs will need to be purchased to obtain additional whitening materials, but the LED light unit and cheek retractor can all be used by more than one person. The LED light unit does not come into contact with the customer’s mouth during treatment and the cheek retractor can be rinsed off between uses or sterilized with cold solution sterilization if desired.

THE COMPLETE E-BRIGHT PACKAGE

The e-Bright comes ready for immediate use and includes the following items:

<table>
<thead>
<tr>
<th>Packing Contents</th>
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<tbody>
<tr>
<td>Soft Travel Bag x 1</td>
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<tr>
<td>Cold-light Unit &amp; Battery Pack x 1</td>
</tr>
<tr>
<td>e-Bright Cheek Retractor x 1</td>
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<tr>
<td>Whitening Activators x 5</td>
</tr>
<tr>
<td>e-Bright Whitening Gel</td>
</tr>
<tr>
<td>BEYOND™ Pearl White Toothpaste x 1</td>
</tr>
<tr>
<td>o-Bright Bleaching Shade Guide x 1</td>
</tr>
<tr>
<td>Instruction Booklet x 1</td>
</tr>
<tr>
<td>AA batteries x 4</td>
</tr>
<tr>
<td>Instructional DVD x 1</td>
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e-Bright Tooth Whitening Accelerator Home Edition

BY-EB598  e-Bright Tooth Whitening Accelerator Home Edition (1 Instructional DVD, 1 Instruction Booklet, 1 Cold-light Unit and Battery Pack, 1 Cheek Retractor, 1 Whitening Gel, 5 Whitening Activators (light-activated film), 1 BEYOND™ Pearl White Toothpaste (10g), 1 Soft Travel Bag, 1 o-Bright Bleaching Shade Guide, 4 AA Batteries)

BY-EB101  e-Bright Refill Pack (1 Whitening Gel, 5 Whitening Activators)

ACCESSORIES

BY-EB031  Instructional DVD
BY-EB032  Instruction Booklet
BY-EB041  Cold-light Unit and Battery Pack
BY-EB012  e-Bright Cheek Retractor
BY-EB021  e-Bright Whitening Gel
BY-EB022  Whitening Activators (light-activated film)
BY-EB032  BEYOND™ Pearl White Toothpaste (1.2 Oz/35g)
BY-EB011  BEYOND™ e-Bright Shade Guide
BY-EB013  AA batteries

Everything needed for the complete treatment is included in the package. All non-consumable items come with a three-year manufacturer’s warranty and all consumable items are guaranteed through the expiration date on the package.
MANUFACTURING AND QUALITY STANDARDS

The e-Bright is manufactured to international quality standards and is backed by a full three-year warranty. BEYOND™ products are designed by our own product engineers and chemists and materials sourced from a number of global suppliers from countries including the United States, Germany, Switzerland, Japan, Korea, and Taiwan. All suppliers of BEYOND™ product parts must meet international quality system standards to qualify as a BEYOND™ parts supplier. Such suppliers include internationally recognized raw materials manufacturers, chemical laboratories, fiber optic product suppliers, and integrate circuit and digital display manufacturers.

The BEYOND™ production and assembly facility is wholly owned and operated and is under direct management and control of BEYOND™ Technology Corp. The facility assembles and packages all BEYOND™ Dental & Health brand products sold worldwide through our company’s three headquarter offices and through BEYOND™ agents in more than 90 countries.

The BEYOND™ production and assembly facility has received ISO 9001 and ISO 13485 quality system certification. ISO certification is maintained through annual, independent audit by a German Notify Body. ISO 13485 is a prerequisite to CE Class II medical products for sales to European Union countries. CE and ISO 13485 classification is also required for product registration by many ministries of health in countries outside the EU.

The e-Bright has also been listed with the U.S. Food and Drug Administration Center for Devices and Radiological Health. The product registrations and listing numbers can be viewed on the FDA CDRH site. As a manufacturer of medical devices registered with the U.S. FDA, BEYOND™ is subject to periodic inspections by the FDA. In addition to registration of our facility and products, BEYOND™ is also registered with the FDA CDER as a drug manufacturer.

To continue to meet and exceed international quality standards, BEYOND™ employs an experienced team of quality control specialists - directly monitoring manufacturing processes, maintain ISO related technical files, and determining improvements. We are confident in our quality standards for all BEYOND™ products and extend a three-year warranty on all BEYOND™ electronics and equipment without exception. All consumables are guaranteed through the expiry dates.

MANUFACTURING CAPACITY, CURRENT INVENTORY, AND LEAD TIME

Our factory is currently capable of producing 30,000 e-Bright units per month in the updated packaging with current staffing. Staffing can be increased and capacity expanded to triple output rate with the current facilities, should purchasing volumes warrant such an increase.

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Lead times for orders between 10,000 and 30,000 units is approximately 5 weeks, plus shipping schedule and customs clearance to port of destination. A pre-determined manufacturing schedule can significantly reduce manufacture time to meet shorter deadlines.

**COMPLIMENTARY PRODUCTS AND FUTURE PRODUCT LINE ADDITIONS**

The e-Bright system currently has a refill pack to be sold separately to the complete system. The refill packs allow the consumer to continue to use the system once they have used the consumable material from the system – the whitening gel and activator strips. In addition, we will soon package additional cheek retractors for separate sale as some consumers may be unwilling to share the cheek retractors with family member or friend, and wish to purchase additional retractors separately.

To compliment the e-Bright system, the BEYOND™ 360° Oral Care line was developed and now includes BEYOND™ Pearl White Whitening Toothpaste with Fluoride Advanced Formula, BEYOND™ Pearl White Whitening Toothpaste with Fluoride Sensitivity Formula, and BEYOND™ Xspand Dental Floss. Later this year we will be adding a series of mouthwashes to the BEYOND™ 360° Complete Oral Care line, in addition to several new toothpaste formulations.

BEYOND™ Pearl White Toothpaste has been on the market for many years with strong sales through the dental office and growing interest from mass retail distribution chains. The sample size tube of BEYOND™ Pearl White Advanced Formula toothpaste included in the e-Bright system will also drive sales of the retail-sized version.

**CLINICAL TRIALS AND U.S. PATENT PROTECTION**

The e-Bright has an independent, double-blind clinical trial from the University of Rochester Eastman Dental Center, N.Y., U.S.A. The results of this study were released at the IADR conference in Toronto, Canada in July 2008 and the abstract can be found online at [http://iadr.confex.com/iadr/2008Toronto.techprogram/abstract_108526.htm](http://iadr.confex.com/iadr/2008Toronto.techprogram/abstract_108526.htm). Test subjects saw an average of 4.6 shades improvement on the VITA shade guide.

The U.S. patent application was filed in October 2006 and the e-Bright system has a patent pending mark on the new package. U.S. patent applications take up to 18 months to process before a patent number can be issued. Once complete, this information will be included on the packaging as required by U.S. patent law.

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E-BRIGHT INQUIRIES

The e-Bright is an innovative and exciting addition to the retail teeth whitening market. The quality and superior standards established by BEYOND™ in the development of the e-Bright far surpass those of other currently available over-the-counter whitening systems. We welcome all questions and requests for more information on our products and company and look forward to many successes together in promoting and selling this exciting, new product.

For inquiries related to the e-Bright Tooth Whitening Accelerator Home Edition or to inquire about becoming a BEYOND™ products agent, please contact the BEYOND™ Headquarters office nearest you. We value your interest and look forward to hearing from you!

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