



Extraordinary whitening made simple



Achieve a brighter smile in just 5 days\*

Apply with precision pen



Wear device for 10 minutes



Works while you sleep



Wake up and brush off quick-dry serum. Repeat for 4 more nights.

# NEW! Colgate® Optic White® Professional

✓ Designed for no tooth sensitivity, no gum irritation, and no mess

Exclusively available through dental practices. Ask today about how to achieve an extraordinary smile!

\*when used as directed