



## Form Fit. No Slip. Clean Removal.

New Crest Whitestrips Advanced Seal utilizes Crest's most advanced adhesion technology to deliver an enhanced tooth whitening experience with no slip and no mess.

Advanced Seal's Corplex technology combines the principles of dermal and pressure-sensitive adhesives to create the perfect adhesive balance and hold the strip in place. Activated by naturally occurring moisture in the mouth, the Advanced Seal technology provides instant adhesion and instantly molds to teeth. After use, it is easily removed with no mess and no residue.

### The advanced formulation features four unique layers:

- **Backing (Outer) Layer:** Keeps whitening ingredient and advanced adhesive firmly on teeth.
- **Whitening Layer:** Delivers same high-performance whitening ingredient used by professionals (hydrogen peroxide).
- **Mesh Layer:** Prevents gel from spreading to other areas of the mouth.
- **Release Liner:** Provides strips with stable backing for easy application.

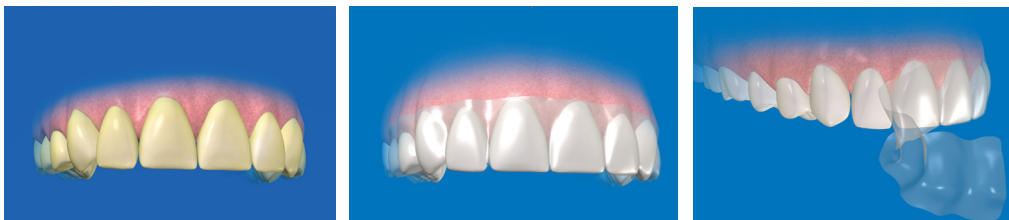


### Better Technology = Whiter Teeth + Better Fit + No Mess.

**Better Technology:** Advanced Seal's solid-gel formulation uses the naturally occurring moisture in the mouth to provide advanced adhesion and comfort while delivering dramatic whitening results.

- **Whiter Teeth:** High-performance whitening ingredient (hydrogen peroxide) removes surface stains and those below the tooth's enamel.
- **Better Fit:** Advanced adhesive technology holds the Whitestrip in place creating a temporary bond strong enough for people to drink water and go about their daily lives without interference.
- **No Mess:** The advanced design holds the whitening ingredient in place, leaving no messy residue after removal.

Dramatization of typical 14 day routine.



For more information about Crest Whitestrips Advanced Seal, visit [www.whitestrips.com](http://www.whitestrips.com).