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Dental

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PRODUCT SHOPPER

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Evolve Dental Technologies KÖR Whitening Deep Bleaching™ System

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KöR Whitening Deep Bleaching System from Evolve Dental Technologies is formulated for optimal permanent whitening of both average and difficult-to-whiten teeth with little or no sensitivity. Developed by dentist Rod Kurthy, At-Home, Standard, and Max systems all feature continuous manufacturer-to-practice refrigeration to prevent gel degradation to ensure maximum efficacy.

KöR Standard is formulated with chemically accelerated 9% hydrogen peroxide used during 2 in-office visits. The Max formulation combines first-visit 9% hydrogen peroxide and second visit chemically accelerated 27% hydrogen peroxide “boost” for superior results, even on tetracycline-stained teeth. All systems include at-home 16% carbamide peroxide specially formulated for use with the unique Deep Bleaching Trays, providing 6+ continuous hours of whitening. Desensitizers, training manuals, and patient presentation photo album are included with the system.

Maintenance kits are available to ensure permanent results, and clinicians have the option of laboratory or in-office Deep Bleaching Tray fabrication.

Because of required training, this *Dental Product Shopper* evaluation features the comments and ratings of 8 dentists who currently use the KöR System.

Gels and Bleaching Trays

KöR's refrigeration process is intended to ensure



optimal bleaching gel quality. The proprietary Deep Bleaching Trays are designed to ensure effective results with each use.

All 8 evaluators rated the consistent quality/freshness of the bleaching gels as excellent. Three dentists cited the importance of product refrigeration. One dentist called it “a huge plus,” and another said refrigeration “makes a huge difference in potency and transport.”

The fit/effectiveness of the KöR Deep Bleaching Trays was rated as excellent by 7 evaluators and as very good by 1. One evaluator called them “the best

PRODUCT REVIEW

fitting by far." Another said, "The trays made on these models have a perfect fit. This results in awesome whitening." A third evaluator said, "Dr. Kurthy's impression technique is incredible. It's easy and predictable."

Sensitivity

Use of the correct tray design and chemical formulations of whiteners may reduce both gingival and tooth sensitivity.¹ When asked if sensitivity issues were minimal, 6 evaluators rated KÖR as excellent and 2 rated it as very good. One evaluator called it "a tremendous improvement from the past." Another dentist said, "Everybody wants white teeth but many of my patients couldn't stand to have the [other] gels in their mouths long enough to get a nice result...a thing of the past since I started using KÖR."

Whitening Results

The evaluators rated whitening results on both average and difficult teeth/cases. Results on average teeth were rated as excellent by all 8 evaluators. For difficult cases, results were rated as excellent by 3 evaluators and as very good by 5. One dentist said results "have always been excellent, even on young tetracycline-stained teeth." Two dentists called it "better than anything we've used before," and 1 evaluator said, "I give it a 4 [out of 5] for patients with tetracycline stains who are over age 50...the really tough cases."

Consistency of clinical results and positive patient responses were both rated as excellent by 5 evaluators and as very good by 3. One evaluator noted that "patient satisfaction is very high."

Another dentist said, "Compliant patients achieve a 5. When patients achieve so-so results it's because they're not following instructions."

Overall Satisfaction

All 8 evaluators called KÖR much better than similar whitening products, and all 8 said they would definitely purchase and definitely recommend the system to colleagues. One evaluator noted that patients "are always very satisfied" and another reported "great results and qual-

ity...always." The dentist who noted that "very reliable materials take away the failures" also said, "I switched to KÖR when it first came out and I still stare at each model in amazement at the incredible detail." Overall satisfaction was rated as excellent by 7 evaluators and as very good by 1.

Reference

1. Deliperi S, Bardwell DN, Papathanasion A. Clinical evaluation of a combined in-office and take-home bleaching system. *J Am Dent Assoc.* 2004;135:628-634.

KÖR Whitening

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Company Website:
www.korwhitening.com

Suggested Retail Price:
Please contact the manufacturer for pricing information.

Pros:

- Results on both average and difficult teeth/cases
- Consistency of results/patient responses
- Consistent quality/freshness of bleaching gels
- Fit/effectiveness of bleaching trays
- Minimal sensitivity

Cons:

No cons reported

OVER
125
REVIEWS
online

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RATING
4.8

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BEST PRODUCT
2009

Evaluation Snapshot

Number of evaluators: 8
Combined years in practice: 113

Criteria
Average Score (out of 5)

Section A

| | |
|--|-----|
| Consistent quality/freshness of bleaching gels | 5.0 |
| Consistency of clinical results | 4.6 |
| Results on average teeth/average cases | 5.0 |
| Results on difficult teeth/difficult cases | 4.4 |
| Consistency of positive patient responses | 4.6 |
| Minimal sensitivity issues | 4.8 |
| Fit/effectiveness of bleaching trays | 4.9 |
| Overall Satisfaction | 4.9 |

SECTION A AVERAGE: 4.7

Section B

Overall satisfaction 4.9

0 | 1 | 2 | 3 | 4 | 5

Average of Sections A and B = **4.8**