

INGREDIENTS

GEL WHITENING INGREDIENTS:

ALCOHOL, METHYL HYDROGENATED ROSINATE,
UREA PEROXIDE, HYDROXYPROPYLCELLULOSE,
PEPPERMINT OIL, MENTHOL, ASPARTAME,
ZINC OXIDE.

PHENYLKETONURICS:
CONTAINS PHENYLALANINE

MOUTH RINSE INGREDIENTS:

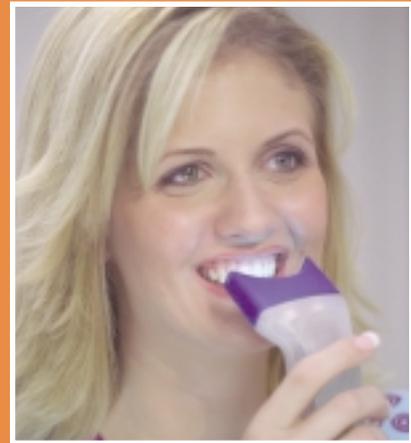
PURIFIED WATER, GLYCERIN, POLYSORBATE 20,
SODIUM BICARBONATE, PEPPERMINT OIL,
ASPARTAME, BENZALKONIUM CHLORIDE,
ALCOHOL, SODIUM CARBONATE, FD&C BLUE 1.

PHENYLKETONURICS:
CONTAINS PHENYLALANINE

A GUIDE TO KEEPING
WHITER TEETH

KLEAR[®]
ACTION

USERS GUIDE



Distributed by:
Thane International, Inc., La Quinta, CA 92253 U.S.A.

Manufactured by: Activa, Boston, MA 02109 USA
US PATENT 6,517,350 and PATENTS PENDING

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GET THEM WHITE
AND KEEP THEM WHITE

PLEASE READ INSTRUCTIONS CAREFULLY

It is important to read all of the instructions completely before attempting to use the product. The information in this guide has been prepared to ensure that the KLEAR ACTION® Tooth Whitening System is both safe and effective.

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La Quinta, CA 92253

www.klearaction.com

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- Use this device only for whitening your teeth. If you use it for anything else, it may be harmful to you.
- Do not stare at the lamp in operation. May be harmful to eyes.

CAUTIONS:

- Keep out of reach of children.
- Avoid contact with eyes. In case of accidental contact with the eye, flush immediately with water for 15 minutes, and consult physician immediately if irritation or disturbance in vision occurs.
- Should product cause a lasting noticeable skin reaction, flush with water for 15 minutes and consult physician.
- If a substantial quantity of either the Klear Action® Rinse or Gel is ingested or in case of noticeable discomfort, drink large quantities of water and consult physician immediately.
- If any problems or medical emergencies occur, call the Poison Control Center immediately.
- If tooth sensitivity or gum irritation occurs stop using product and contact your dental professional.
- If you are pregnant, do not use this product without first consulting your doctor.

Indications for Use

The KLEAR ACTION® tooth whitening system by Activa is a product used to whiten teeth and enhance your smile. The mouth rinse is formulated to prepare your teeth for stain removal. The KLEAR ACTION® paint on gel goes on the teeth and begins to fight tooth discoloration. The Whitening Light is designed to trigger photo activators in the gel and accelerate the whitening process in a series of 2 minute applications. Combined, the KLEAR ACTION® Tooth Whitening System has been clinically proven to be a fast, safe and effective way of getting a brighter smile.



This package includes:

- (1) 8 fl oz bottle of Rinse
- (1) .34 fl oz bottle of paint on gel
- (1) Whitening Light with stand
- (1) Users Guide and Tips book
- (1) Shade guide to measure your results
- (1) Rinse cup

Do not freeze, keep below 98° F.

Instructions for Use

Before starting the whitening process for the first time, we suggest that you use the shade guide in the package to determine the shade of your teeth. After following the complete instructions in this booklet, measure your shade and see your results. Periodically you may want to use the shade guide to compare your current tooth shade to the results you got after your first treatment of the Klear Action tooth whitening system. If your teeth aren't as white as you know they can be, it may be a good time to use the system to restore your beautiful white smile. This is typically done 1 – 2 months after a full treatment. Smokers may need to use the system more frequently.

You will begin to see whitening after 10 applications, however, **for best results** we recommend that you apply 20 applications of the KLEAR ACTION® tooth whitening process as outlined below. If needed, additional applications of the product can be applied. We recommend that you do not exceed 20 applications of the product during a 24 hour period. If used as instructed, the KLEAR ACTION® Tooth Whitening System will give you noticeable results in under an hour.

Note: Brush and floss teeth as you normally would.

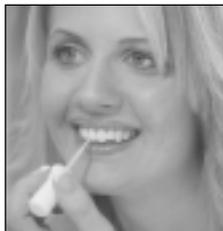
Step 1 RINSE WITH KLEAR ACTION® PRE-CONDITIONING MOUTH RINSE

Pour the Klear Action® Pre-Conditioning Mouth Rinse to the 2 Teaspoon line of the handy dose cup provided. Then rinse for 10 seconds making sure to swish the liquid around in the mouth. Try to have the rinse solution make contact with all of the teeth being whitened. Do not swallow rinse.



Step 2 APPLY KLEAR ACTION® WHITENING GEL

Apply Klear Action® Whitening Gel to each tooth you would like to lighten. The recommended method for application of the gel is to shake the bottle of gel for 3-5 seconds before unscrewing the cap. Apply the gel to one tooth at a time. If you need to re-dip the brush to complete the application, return the brush cap to the bottle, shake the contents and repeat the process until gel has been applied to each tooth. Re-dip brush as needed. Be sure to apply the whitening liquid to both the tooth surface and the harder to reach places between your teeth. When applying, allow 20-30 seconds for the gel to dry on your teeth before allowing your lips or tongue to touch your teeth.



Step 3 TURN ON WHITENING LIGHT



Hold the Whitening Light up to your front teeth and turn it on. Turn on whitening light only after you have positioned the whitening light in front of your teeth. If you prefer, you can rest your lips around the rubber top of the light. Be conscious to let the light shine directly on to your teeth. The light will stay ON for 2 minutes and will shut off automatically. When the light shuts off it will sound with a beep.



Repeat steps 1 through 3 for a total of up to 20 applications.

Congratulations you have just gotten a Klear Action Smile!

Instructions for Use (Cont.)

Oral Irritation:

Occasionally, consumers may see a little whitening of the gums near the teeth. Do not be alarmed unless this is causing discomfort. This whitening will generally go away within 24 - 48 hours. If you experience any other irritation or discomfort, stop using and consult your dentist.

To help the whitening system maintain the best results we recommend that for the next 24 hours you avoid the following substances:

- Coffee and / or tea
- Cola
- Blue or Black Berries
- Tobacco products
- Red Wine
- Red sauces
- Mustard or ketchup
- Soy Sauce

Avoiding these substances and following the tips included later in this booklet should help you keep your Klear Action smile looking its best.

CAUTION:

Do not stare at the lamp in operation. May be harmful to the eyes. For best results, do not eat, drink, or smoke during applications.

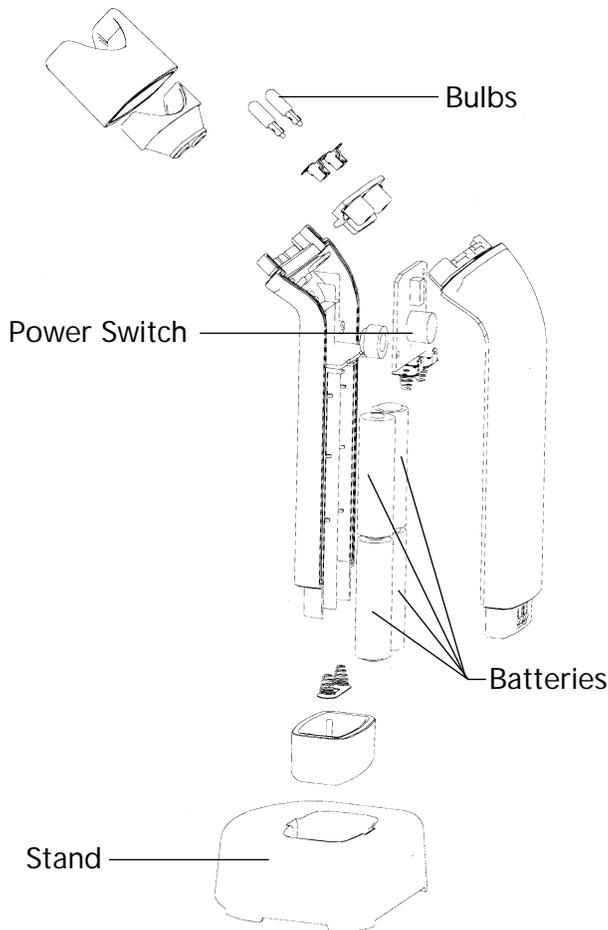
If you are pregnant, do not use this product without first consulting your doctor.

Maintaining Your Teeth:

- Use as directed every 6 months or as needed to maintain whiter teeth.

Among the common causes of tooth stains is the use of coffee, tea, red wine and tobacco. Continued tobacco use and drinking of those beverages will provide less satisfying results.

Whitening Light Instructions



■ CLEANING the WHITENING LIGHT

The contact surface of the Whitening Light should be cleaned immediately after each consecutive application as outlined in these instructions. The contact surface is the colored section of the light that comes in contact with the mouth. To clean the contact surface, wipe the exterior with a damp cloth. To disinfect the contact surface wipe the exterior of the contact surface using a cloth moistened with rubbing alcohol. Never submerge the Whitening Light in water.

PLEASE READ! VERY IMPORTANT SAFETY INSTRUCTIONS

DO NOT MIX BATTERY BRANDS OR USE NICAD OR ZINC CARBON BATTERIES OR COMBINE OLD AND NEW BATTERIES

■ BATTERY INSTALLATION

REFER TO DIAGRAM ON THE INSIDE OF THE LIGHT CASE

1. Remove bottom cap using a Phillips screwdriver.
2. Hold the Whitening Light so that the blue head curves up.
3. Insert 2 AA Alkaline batteries with the flat end of the battery going in first into the left chamber.
4. Insert 2 AA Alkaline batteries with the protruding end of the battery going into the right chamber.
5. Replace bottom cap making sure the spring, inside the bottom cap, comes into contact with the flat end of the battery.

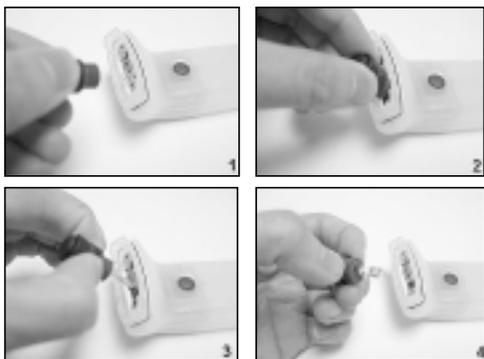


■ TO REPLACE BULB

Use small tool provided specifically for bulb replacement.

1. Remove blue head on Whitening Light to reveal bulbs.
2. Place small tool around bulb. Make sure the tool is pushed as far down around the bulb as possible. Pull straight up and quickly.
3. To insert new bulb: Place bulb into end of blue tool and insert bulb into opening. Remove blue tool by gently twisting it off.

Replacement Kit with Bulb & Tool
Purchased Separately



■ ON/OFF

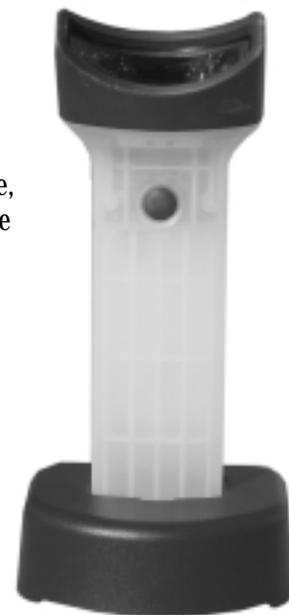
Press the blue on/off button. Your KLEAR ACTION® Whitening Light will remain on for approximately two minutes. Your light will beep and automatically turn off after two minutes.

CAUTION: Do not stare at exposed lamp in operation. May be harmful to eyes.

■ CONDITIONS for SAFE STORAGE:

If KLEAR ACTION® Whitening Light will not be used for some time, remove batteries to prevent possible leakage and corrosion.

Keep whitening light gel away from heat, sparks, or open flame. Protect whitening gel from storage temperatures above 98° F. Keep out of reach of children.



Troubleshooting

If the whitening light does not operate:

1. Replace the batteries.
2. Make sure the batteries are properly inserted according to the diagram.
3. Make sure the bulbs are inserted correctly
4. Change the bulb(s).

Common Questions

Is Klear Action Whitening Light Tooth Whitening System safe & effective?

The Klear Action Whitening Light Tooth Whitening System has been proven to be safe and effective in clinical trials. A significant improvement in tooth color was observed after following the directions.

How quickly will I see results?

Depending on the natural color of your teeth and the level of staining, when used as directed, you will begin to see whitening after 10 applications. However, for best results we recommend that you apply 20 applications. When these applications are done consecutively you should see results in under an hour.

How do I know how much KLEAR ACTION Whitening Gel to put on?

Each dip of the brush will provide enough to cover several teeth. You can apply to as many teeth as you would like to whiten.

How long do I have to wait between Klear Action Tooth Whitening treatments?

Since each treatment consists of 20 applications, we recommend waiting two months (60 days) before doing another treatment.

Is it hygienic to keep re-dipping the applicator brush into the Klear Action Whitening Gel?

Yes. The gel contains ingredients that will kill the germs on the applicator brush. However, we do not recommend sharing the gel and brush with another person.

Is it safe on my teeth enamel?

YES. The Klear Action Whitening Light is safe for your tooth enamel, and though it has been clinically proven not to cause tooth sensitivity, some mild gum irritation may occur.

Will it affect my dental work?

No. It only whitens natural teeth, not dental work such as crowns, caps, fillings, and veneers. It will not harm dental work.

How long should one bottle last?

One bottle of mouth rinse and whitening gel should last for approximately 20 applications. The whitening light bulb will last for approximately 10 hours of use.

Can children use it?

Consult your dentist before use on children under the age of 12.

Tips to Whiter Teeth

Get Them White and Keep Them White



■ Introduction

Your smile is often the first thing people notice about you. It reflects much of who you are and how you feel. A great smile highlights confidence and can change how people will respond to you.

At one time a discolored smile was something we just had to live with. As we age our teeth naturally change color and become less dazzling. With the recent developments in tooth whitening products, like KLEAR ACTION® by Activa, everyone can now enjoy the benefits of a whiter, brighter smile.

We're all born with naturally white smiles. Unfortunately, as we age our white smiles naturally fade. Our once beautiful smile can become dull and show signs of aging. Even with good oral hygiene our smile can be affected by the lifestyle we lead and the things we consume. In other words, the foods we eat attack our white smiles on a daily basis.

Plus when it comes to our teeth there is a range of natural shades of white that is different with all of us. This is determined before we are born by our individual DNA. Your whitest teeth may be naturally brighter than mine or vice versa.

Whitening our teeth creates bright smiles, however, some people may be disappointed with the whitened results because they have unrealistic expectations as to how white their teeth should be. Many expect their teeth to be unnaturally white after the whitening process. Healthy

white teeth, even at their whitest, never get as white as copy paper. Teeth that look like this would appear very unnatural. The best rule of thumb is that the whitest your teeth should be is as white as the whites of your eyes.

■ Foods That Clean Teeth

There are some foods that stain teeth and there are other foods that can naturally clean and whiten your teeth. Eating fresh crunchy veggies and fruits such as: carrots, broccoli, celery, apples, strawberries, and cucumbers can actually help naturally whiten your teeth. To clean your teeth with strawberries before you eat them, cut a strawberry in half, and rub each half over your teeth and gums. Strawberries naturally help whiten teeth and remove plaque as well. Foods like spinach, lettuce and broccoli prevent staining by creating a film on the teeth that acts as a barrier to stains.

■ Foods That Stain Teeth

We are all aware that certain foods can stain our teeth. But what you may not have considered is these stains diminish our smile and reverse the efforts we have done to get our teeth their whitest. Daily brushing to maintain your white smile may not be enough if you frequently consume the things that cause your teeth to stain. First let's understand the culprits:

- **Foods That Stain Teeth** - Blueberries, cherries, blackberries, berry pie, soy sauce, curry, red sauces, ketchup and mustard
- **Drinks That Stain Teeth** - Coffee, tea, red wine, cola and some fruit juices
- **Substances That Stain Teeth** - Tobacco (cigarettes, cigars and chewing tobacco), Bacteria (from rich, sugary foods) and some medications such as tetracycline.

- **Other Things The Effect Tooth Stains** – Extremely hot or cold liquids. These are dangerous to your white smile because they change the temperature of your teeth. This temperature change (hot and cold cycling) causes teeth to expand and contract, allowing stains to penetrate your teeth.

Foods that are slightly acidic. These foods open up the pores of the tooth enamel (the covering over the teeth) allowing stains to more easily move into your teeth.

Remember that any food or beverage that can stain a white t-shirt can stain your teeth. Plus depending on the strength of your teeth and the enamel, you can be individually more sensitive to staining.

Normally, our mouth covers tooth enamel with a clear colorless layer of protein known as the pellicle. Food stains stick to this protein blotching our teeth and dulling our beautiful white smiles. Darker stains caused by tetracycline or other medications are typically more difficult to whiten.

■ How Stains are Born

The process of stain development on our teeth is not exclusive to the things you consume. Completely avoiding food and drinks that stain will also not guarantee that your teeth will not become discolored. Your teeth also naturally develop plaque. Plaque is a sticky, colorless deposit of bacteria that is constantly forming on teeth. Saliva, food and fluids combine to produce these deposits that collect on both your teeth and where teeth and gums meet. Plaque is not removed by brushing alone and can harden to form tartar (also called calculus). Flossing and possibly an oral rinse with antibacterial action is also required to remove plaque.

Tartar is a crusty deposit that is sticky and forms bonds with the teeth and also other discolorations. Only a dental professional can remove this tartar. Tartar formation may

also make it more difficult for you to remove new plaque and bacteria.

Individuals vary greatly in their plaque and tartar development. For many of us, these deposits build up faster as we age. Fighting tartar is a life-long part of caring for our teeth. The problem can be controlled with proper brushing and regular visits to your dentist.

However, if your teeth are already stained and the Klear Action® Tooth Whitening System is not helping, you may want to seek out other options. Your dental professional will also be able to help you take care of any tartar problems you may be experiencing and look at your teeth to determine where the staining is coming from. By taking care of your teeth now, you will prevent stains, cavities and gum problems in the years to come.

■ Tips to keep your teeth white

1. Don't Smoke! Tobacco is one of the biggest culprits in ruining white smiles. The tar and nicotine in tobacco quickly stains teeth yellow. Chewing tobacco can even be worse. The tar and nicotine maintain longer contact with the teeth and stains teeth deeper.
2. Limit the intake of foods that stain your teeth.
3. Try cutting down on the types of drinks that stain your teeth or try drinking them with a straw to reduce the amount of time they are in contact with your teeth.
4. Try not to combine tobacco or foods that stain with extremely hot or cold liquids. When your teeth expand and contract from the temperature change, stains are more apt to penetrate your teeth, making them harder to remove.
5. Brush immediately following the consumption of food and drinks that stain. Remove stains before they have time to set in.

6. Use a mouthwash with an antibacterial action to help dissolve plaque. Plaque turns to tartar and requires a dentist to restore your white smile.
7. Practice good oral hygiene; regular daily brushing, flossing and tongue cleaning. Be sure to remove food from between teeth and around the gums.
8. Use an electric toothbrush. An electric toothbrush can remove 98.2 percent of plaque. If you can't or don't want to use an electric toothbrush be sure to select one that is recognized by the American Dental Association (ADA).
9. See your dentist! Regular trips to the dentist are essential to keeping your teeth as clean and healthy as they can be. Your hygienist should professionally clean your teeth at least twice a year.
10. Use the KLEAR ACTION® Tooth Whitening System to maintain your smile. Regular touch up applications combined with these other tips should be everything you need to maintain your KLEAR ACTION® smile.

■ Conclusion

To get your teeth their whitest you should clean your teeth to remove plaque that would reduce the effectiveness of the whitening process. A bright, beautiful smile is more than great white teeth – it begins with a strong foundation of healthy gums. To keep your teeth white you should practice good oral hygiene habits which include daily brushing and flossing, using an antibacterial mouth rinse, regular visits to your hygienist and periodic home touch up applications with the KLEAR ACTION® Tooth Whitening System. But be advised that smoking, heavy coffee and eating stain producing foods can affect how long whitening will last.

HYDROGEN GAS ABSORBER

Internal catalyst pellets, located on the light between the bulb and the outer plastic film, are there to help absorb hydrogen gas that could possibly be emitted by defective, leaking, reversed polarity or heavily discharged batteries. If the pellets become lost or damaged, replace light immediately. If pellets become wet, let them air dry or replace. Thane assumes no liability for any brand batteries which are defective or cause injury to anyone when used in any KLEAR ACTION® Tooth Whitening Light.

Other Information:

- KLEAR ACTION® does not whiten dental work such as crowns, caps, fillings or veneers. It will not harm dental work and only whitens natural teeth.
- Avoid getting on fabric or clothing as it may discolor them.
- Persons allergic to any of the ingredients in the KLEAR ACTION® Rinse or Gel should not use this product.

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