

Colgate



OPTIC WHITE O₂

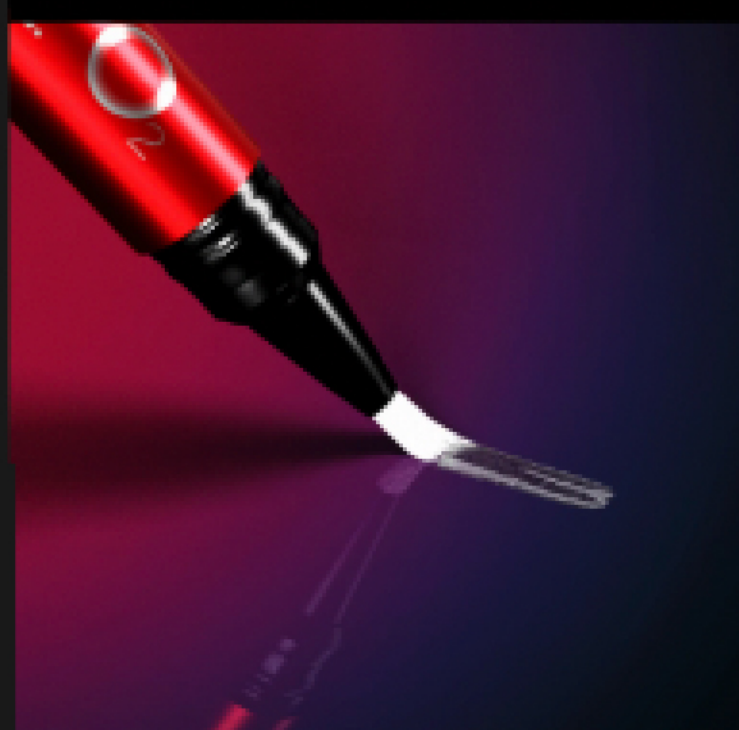
WHITENS WHILE YOU SLEEP

TEETH WHITENING PEN

Transform your smile with quick and easy application for 3 shades whiter teeth while you sleep*

[Buy now!](#)

*3 shades whiter in 3 weeks, based on a clinical study with once a day application, no brushing alone. Individual results may vary.



ACTIVE OXYGEN WHITENING SERUM

FORMS A SMUDGE-PROOF, CONCENTRATED LAYER TO GENTLY AND EFFECTIVELY WHITEN TEETH

Enjoy quick, easy and no mess precision application of the serum with the Colgate Optic White O₂ Teeth Whitening Pen.

Within seconds, the 0.1% Hydrogen Peroxide as whitening active ingredient serum forms a smudge-proof, concentrated layer of active oxygen which absorbs into teeth, starting the whitening process. Wake up with a smile that you will love to stare at.

WHY IS OUR COLGATE TEETH WHITENING PEN SO EFFECTIVE?



0.1% HYDROGEN PEROXIDE

as whitening active ingredient



ALCOHOL

evaporates upon application, boosting the concentration of HP and whitening efficacy



POLYMER

helps the HP stick to teeth, forming a durable layer all night long



ACTIVE OXYGEN WHITENING WHILE YOU SLEEP*

The Teeth Whitening Device is a clinically proven and patented LED device.

Unlike others, Colgate Optic White O₂ LED device uses Indigo LED light, a higher energy light (shorter wavelength vs Blue light) that enhances the power of the hydrogen peroxide whitening serum to easily remove deep stains using technology that professionals use.



Enamel Safe



3 shades whiter in 2 weeks*



Includes 30 Treatments*



No Mess, Precision Application



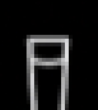
Refill with our Optic White Teeth Whitening Treatment Pen

*3 shades whiter in 3 weeks, based on a clinical study with once a day application, no brushing alone. Individual results may vary.

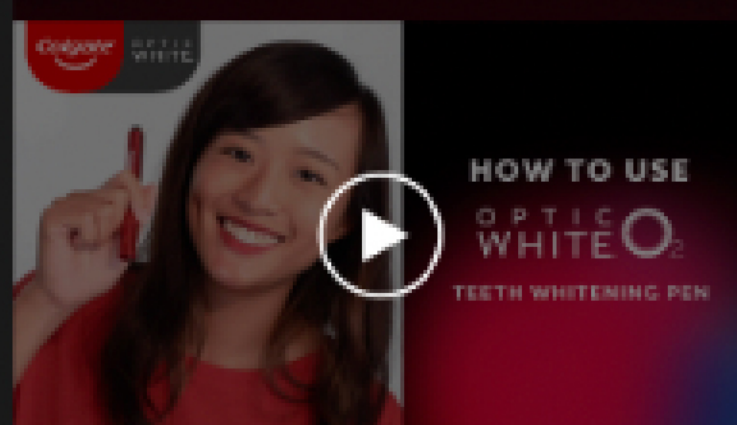


OUR NEXT-LEVEL BEAUTY ROUTINE FOR YOUR SMILE

Start with our ultimate active oxygen whitening routine for a radiantly white, bright smile in just 3 steps:



HOW TO USE



STEP 1: DRY

- DRY teeth by dabbing with a tissue



STEP 2: CLICK

- CLICK until a small drop appears. First use may require up to 20 clicks



STEP 3: APPLY

- APPLY a thin layer to teeth and allow to dry (10-15 seconds). Wipe brush clean with dry tissue and replace cap firmly



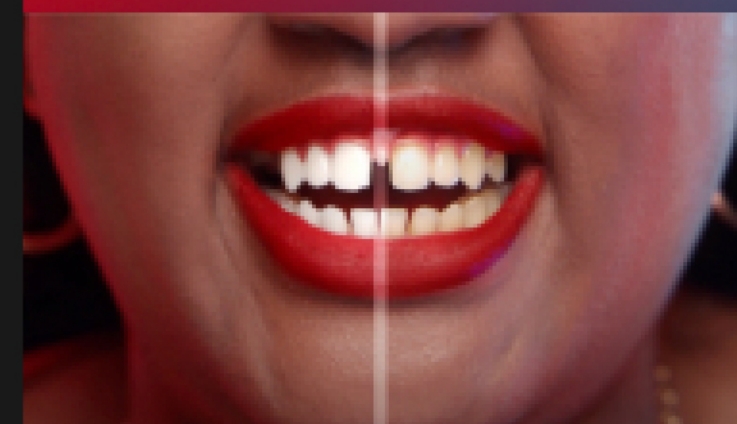
STEP 4: SLEEP

- SLEEP and remove by brushing in the morning



REPEAT

- Use steadily to keep your radiant smile



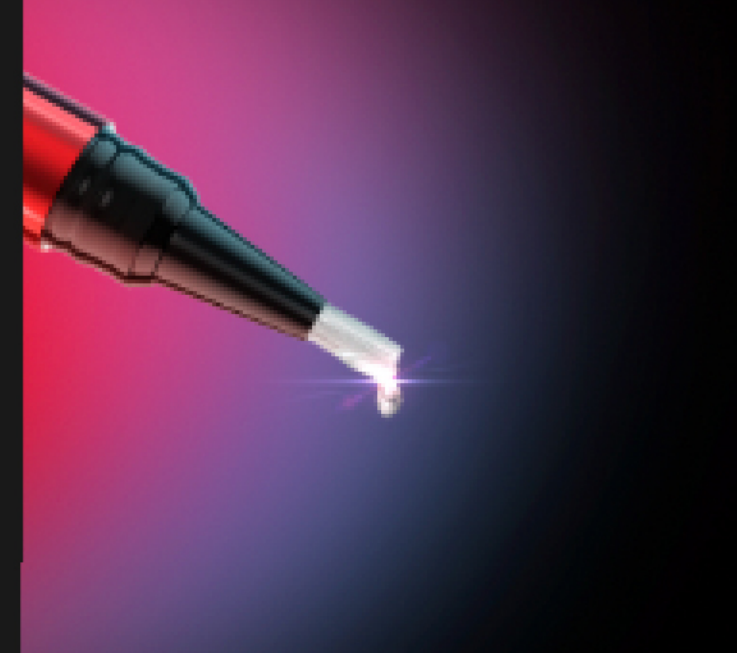
PRO TIPS

Dry teeth before use

When your teeth are dry, the film adheres to your teeth better, for enhanced whitening. By simply dabbing teeth with a tissue before use, you allow the technology to work at its best!

Do not use water

After use, make sure to wipe the brush bristles with a dry tissue, do not use water. If clumping occurs on the pen bristles, click pen and allow the fresh serum to run through, softening the bristles.



INSIDE THE DROP

Ingredients

ETHANOL, ACRYLATES/OCTYLACRYLAMIDE COPOLYMER, WATER, HYDROGEN PEROXIDE, BENZOIC ACID

THEY LOVED O₂ WHITENING

Name Surname

★★★★★

Really good

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Name Surname

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Really good

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Name Surname

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SMILE OUT LOUD

Our Optic White campaign where the brand experience is told through the lens of the endorser's personal story: How they overcame different beauty stereotypes, learned to just be unapologetically themselves, and smile their loudest, most radiant smiles.

[Read the story](#)

