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Doulting Stone Works
West Cranmore Quarry
Nr Shepton Mallet
Somerset, BA4 4QP
+44 1749 344 464
support@aytonresearch.com
https://aytonglobalresearch.com/

Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023

STUDY REPORT

Teeth Whitening Strips

This report is produced in real-time on Ayton System Software on 12/05/2023 at 09:39:57

Investigational Product

Denomination(s)	Formula Number(s)	Batch Number(s)
sachets	FPS-129	220XX
sachets	FPS-130	220XY
-	1	1

AGR References

AGR Project Study Code	PRJ2793
AGR Study Code	STU6781
AGR Client Code	CLT1993
AGR Study Instance Code(s)	STC14818, STC14829, STC14830

Sponsor / Client	Bsolve Dental
For and on the behalf of	Bsolve Dental
Sponsor / Client Address	2 Bell Drive Hamilton International Technology Park Glasgow Scotland G72 0FB
Study Monitor	Mr John Cullen
Study Monitor Email Address	john.cullen@bsolvedental.com

Investigator/Study Monitor	Mr Ciaran Jones
Investigator Territory	United Kingdom
Full Results Available	13/02/2023

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Contents

Aim of Study/Study Objective

Protocol/Methodology
- Study Sites and Languages
- Dates of Performance of Study
- Principal of Study
- General Information
- Application Zone
- Instructions for Conducting Study
- Safety Precautions
- Questionnaire Code
- Product Directions for Use: As per Pack Copy
- Ingredients

Investigational Product Technical Data
- Product1:Be Superb - 10%
- Product2:Be Superb - 12%
- Product3:Crest classic white
- Legislative Information Concerning the Investigational Product

Volunteer Panel Technical Data
- Volunteer Recruitment and Selection
- Panel Criteria
    - Study Instance 1
    - Study Instance 2
    - Study Instance 3
    - Comments

Result Data
- Breakdown of Respondents
- Individual Question Data

Conclusion

Appendix 1 - Distribution of Scored Table
- Comments

Appendix 2 - Mean and Standard Error Table
- Comments

Appendix 3 - Legislative Information Concerning Investigational Product
- Europe
- USA

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India
China

Appendix 4 - Quality Assurance
AGR Personnel
Study Manager: Mr Ciaran Jones
Study Auditor: Ms Kirsty Guymer
Quality Assurance Manager: Mr Robert Ayton
Managing Director: Miss Susan Ayton

Appendix 5 - Adverse Reactions
Comments

Appendix 6 - Panel
Comments
Data Splits

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AIM OF STUDY / STUDY OBJECTIVE

To benchmark performance of Be Superb dissolving whitening strips against market leading competitor.

PROTOCOL / METHODOLOGY

Comparison of Be superb dissolving teeth whitening strips against market leading crest product

Study Sites and Languages

- United States / English

Dates of Performance of Study

- Start Date: 23/01/2023
- End Date: 06/02/2023

Principal of Study

Self-evaluation of sensitivity and whitening of dissolving teeth whitening strips.

General Information

This is a 14 day in home user trail whereby you will test one product. Section 1 - Before using the product: 01/24/23 Section 2 - Day 1: 01/24/23 Section 3 - Day 3: 01/26/23 Section 4 - Day 6: 01/29/23 Section 5 - Day 7: 01/30/23 Section 6 - Day 10: 02/02/23 Section 7 - Day 14: 06/02/23 Please log on to www.clicksresearch.com to complete the questionnaire on the dates given above.

Application Zone

- Oral

Instructions for Conducting Study

Be Superb - 10%:Use this product as instructed daily for 14 days. There will be a final evaluation questionnaire which opens 4 days after you have finished trailing the product.
Be Superb - 12%:Use this product as instructed daily for 14 days. There will be a final evaluation questionnaire which opens 4 days after you have finished trailing the product.
Crest classic white:Use this product as instructed daily for 10 days.

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Safety Precautions

Be Superb - 10%:Not recommended for children under 12 years old and pregnant/nursing women. Do not use if you suffer from gum problems or are allergic to any of the ingredients. Discontinue use if you experience pain or excessive sensitivity. Do not use this product within two weeks of dental treatment or while wearing dental braces.
Be Superb - 12%:Not recommended for children under 12 years old and pregnant/nursing women. Do not use if you suffer from gum problems or are allergic to any of the ingredients. Discontinue use if you experience pain or excessive sensitivity. Do not use this product within two weeks of dental treatment or while wearing dental braces.
Crest classic white:Keep out of reach of young children. Not intended for use in children under the age of 18. Do not swallow the plastic strip. Crest 3D whitestrips are designed to hold well to teeth. Do not use on loose teeth, restorations or braces. Avoid eye contact Rinse eyes thoroughly with water if gel comes in contact with them. Handle strips with dry hands. Do not eat, smoke, sleep or drink (with the exception of water) during use. Gel that comes in contact with the skin can cause temporary skin irritation and/or whitening. Wash hands with soap after use. Avoid contact of gel with cloth, leather or fabric.

Questionnaire Code

QU17786

Product Directions for Use: As per Pack Copy

Be Superb - 10%:1. Remove the strip, use your tongue to moisten your teeth and apply either side of the strip to upper teeth. 2. Align the edge of the strip with the gum line and press the strip in place. 3. Repeat for the lower teeth. 4. The strips will dissolve gradually leaving no residue. You may find it helpful to apply the strips in front of a mirror for the first couple of applications.
Be Superb - 12%:1. Remove the strip, use your tongue to moisten your teeth and apply either side of the strip to upper teeth. 2. Align the edge of the strip with the gum line and press the strip in place. 3. Repeat for the lower teeth. 4. The strips will dissolve gradually leaving no residue. You may find it helpful to apply the strips in front of a mirror for the first couple of applications.
Crest classic white: 1. Peel: Peel whitestrips from backing liner. 2. Stretch and apply: Slowly stretch strip to cover the number of teeth you intend to whiten. Using a mirror, apply gel side of strip to front of teeth. Align straight edge of strip with gumline. Fold over teeth and press to secure. 3. Smile: Peel from back of teeth first to ease removal.

Ingredients

Be Superb - 10%:PVP HYDROGEN PEROXIDE HYDROXYAPATITE AQUA SODIUM HEXAMETAPHOSPHATE PENTASODIUM TRIPHOSPHATE PECTIN GLYCERIN POLYCARBOPHIL AROMA POLYSORBATE 80 SUCRALOSE
Be Superb - 12%:PVP HYDROGEN PEROXIDE HYDROXYAPATITE AQUA SODIUM HEXAMETAPHOSPHATE PENTASODIUM TRIPHOSPHATE PECTIN GLYCERIN AROMA POLYSORBATE 80 SUCRALOSE POLYCARBOPHIL
Crest classic white:PVP, PEG-8, Water, hydrogen peroxide, acrylates copolymer, sodium hydroxide, sodium saccharin

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INVESTIGATIONAL PRODUCT TECHNICAL DATA

Sample 1 :: Be Superb - 10%

Photo of Sample	N/A
Visual Description of Sample	N/A
Category	Cosmetic
Denomination	sachets
Formula Number	FPS-129
Batch Number / Manufacturing Date	220XX
Galenic Form / Dosage	two strips applied to upper and lower teeth

Sample 2 :: Be Superb - 12%

Photo of Sample	N/A
Visual Description of Sample	N/A
Category	Cosmetic
Denomination	sachets
Formula Number	FPS-130
Batch Number / Manufacturing Date	220XY
Galenic Form / Dosage	two strips applied to upper and lower teeth

Sample 3 :: Crest classic white

Photo of Sample	N/A
Visual Description of Sample	N/A
Category	Cosmetic
Denomination	-
Formula Number	1
Batch Number / Manufacturing Date	1
Galenic Form / Dosage	two strips applied to upper and lower teeth

Legislative Information Concerning the Investigational Product

In compliance with the legislation of the territory in which the Study took place, Bsolve Dental has supplied AGR with an INCI list for dissemination amongst Study volunteers under AGR's terms of confidentiality.

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VOLUNTEER PANEL TECHNICAL DATA

- Number of Volunteers (Active Participation):164

Volunteers were selected from a panel of profiled Clicks Research users. Online methodology was used to recruit, execute, collect and collate raw data.

Volunteer Recruitment and Selection

Volunteers are recruited online through Search Engine Optimisation and referrals from one volunteer to another. Volunteers are selected via positive data match against the profile criteria held. Eligible volunteers are invited to take part in the study by email and voluntarily accept.

Panel Criteria

Study Instance 1

- Study Instance Code: STC14818
- Territory: Cosmetics, USA, English
- Number of Volunteers (Active Participation):55

Panel Code:	PNL18785
Activation Date:	05/12/2022 09:02:12

Volunteers were selected if they matched all of the following criteria:	• Volunteer: Age in years is greater than or equal to 25
	• Volunteer: Age in years is less or equal to 99
	• All of the following:
	  ○ Medical (Adult-Male): Are you currently in good health? is equal to Yes
	  ○ Medical (Adult-Female): Are you currently in good health? is equal to Yes
	• All of the following:
	  ○ Teeth (Adult-Male): How would you describe your teeth? is equal to All teeth are my own
	  ○ Teeth (Adult-Female): How would you describe your teeth? is equal to All teeth are my own
	• Volunteer: Last Login Date is greater than or equal to 01/11/2022

Age	Actual Count	%
25-30	15	25.00
31-35	15	25.00
36-45	15	25.00
46-99	15	25.00

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Study Instance 2

- Study Instance Code: STC14829
- Territory: Cosmetics, USA, English
- Number of Volunteers (Active Participation):54

Panel Code:	PNL18785
Activation Date:	21/12/2022 09:44:02

Volunteers were selected if they matched all of the following criteria:	• Volunteer: Age in years is greater than or equal to 25
	• Volunteer: Age in years is less or equal to 99
	• All of the following:
	  ○ Medical (Adult-Male): Are you currently in good health? is equal to Yes
	  ○ Medical (Adult-Female): Are you currently in good health? is equal to Yes
	• All of the following:
	  ○ Teeth (Adult-Male): How would you describe your teeth? is equal to All teeth are my own
	  ○ Teeth (Adult-Female): How would you describe your teeth? is equal to All teeth are my own
	• Volunteer: Last Login Date is greater than or equal to 01/01/2022

Age	Actual Count	%
25-30	15	25.00
31-35	15	25.00
36-45	15	25.00
46-99	15	25.00

Study Instance 3

- Study Instance Code: STC14830
- Territory: Cosmetics, USA, English
- Number of Volunteers (Active Participation):55

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Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023

Panel Code:	PNL18785
Activation Date:	21/12/2022 09:50:11

Volunteers were selected if they matched all of the following criteria:	• Volunteer: Age in years is greater than or equal to 25
	• Volunteer: Age in years is less or equal to 99
	• All of the following:
	  ○ Medical (Adult-Male): Are you currently in good health? is equal to Yes
	  ○ Medical (Adult-Female): Are you currently in good health? is equal to Yes
	• All of the following:
	  ○ Teeth (Adult-Male): How would you describe your teeth? is equal to All teeth are my own
	  ○ Teeth (Adult-Female): How would you describe your teeth? is equal to All teeth are my own
	• Volunteer: Last Login Date is greater than or equal to 01/01/2022

Age	Actual Count	%
25-30	15	25.00
31-35	15	25.00
36-45	15	25.00
46-99	15	25.00

Comments

No comments have been left

RESULT DATA

All the volunteers included in the study were taken into account as long as they submitted a questionnaire after following study directions. For each product or item, the volunteer answered questions online.

Breakdown of Respondents

- A total of 140 of 164 respondents responded to the questionnaire.
- A total of 7 out of the 164 respondents reported adverse reactions. Please see Appendix 5 for irritation summary.
- A total of 24 respondents were excluded from the study because they did not fulfil one or more of their contractual obligations.

Actions taken with non-respondents
No comments have been left

Individual Question Data

The individual data for all questions within the questionnaire is given below.

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Section 1 Section 1 - Before using the product

Before using the product

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Question 1 Do you currently suffer from any tooth sensitivity?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Yes	No	Total
Be Superb - 10%	12%	88%	100%
Be Superb - 12%	14.89%	85.11%	100%
Crest classic white	23.26%	76.74%	100%

Statistics

- Test: Chi-squared Distribution

Chi-Sq=2.2547	p=0.3239

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Question 2 Do you experience tooth sensitivity from using a tooth whitening product (outside of the past year)?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	White strips	Whitening gel	Professional Dentist treatment	Whitening toothpaste	Not applicable	Total
Be Superb - 10%	2%	2%	4%	10%	82%	100%
Be Superb - 12%	2.13%	6.38%	4.26%	0%	87.23%	100%
Crest classic white	9.3%	2.33%	2.33%	6.98%	79.07%	100%

Statistics

- Test: Chi-squared Distribution

Chi-Sq=10.0926	p=0.2586

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Question 3 Have you previously used teeth whitening products (outside of the past year)? Mark all that apply.

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

Whitening strips – Crest	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	19	17	15	38	36.17	34.88
No	31	30	28	62	63.83	65.12
Total	50	47	43	100%	100%	100%

Whitening strips – other brand	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	7	7	8	14	14.89	18.6
No	43	40	35	86	85.11	81.4
Total	50	47	43	100%	100%	100%

Professional Dentist Whitening Treatment	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	1	2	3	2	4.26	6.98
No	49	45	40	98	95.74	93.02
Total	50	47	43	100%	100%	100%

Whitening toothpaste	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	31	24	24	62	51.06	55.81
No	19	23	19	38	48.94	44.19
Total	50	47	43	100%	100%	100%

Whitening Gel	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	12	10	8	24	21.28	18.6
No	38	37	35	76	78.72	81.4
Total	50	47	43	100%	100%	100%

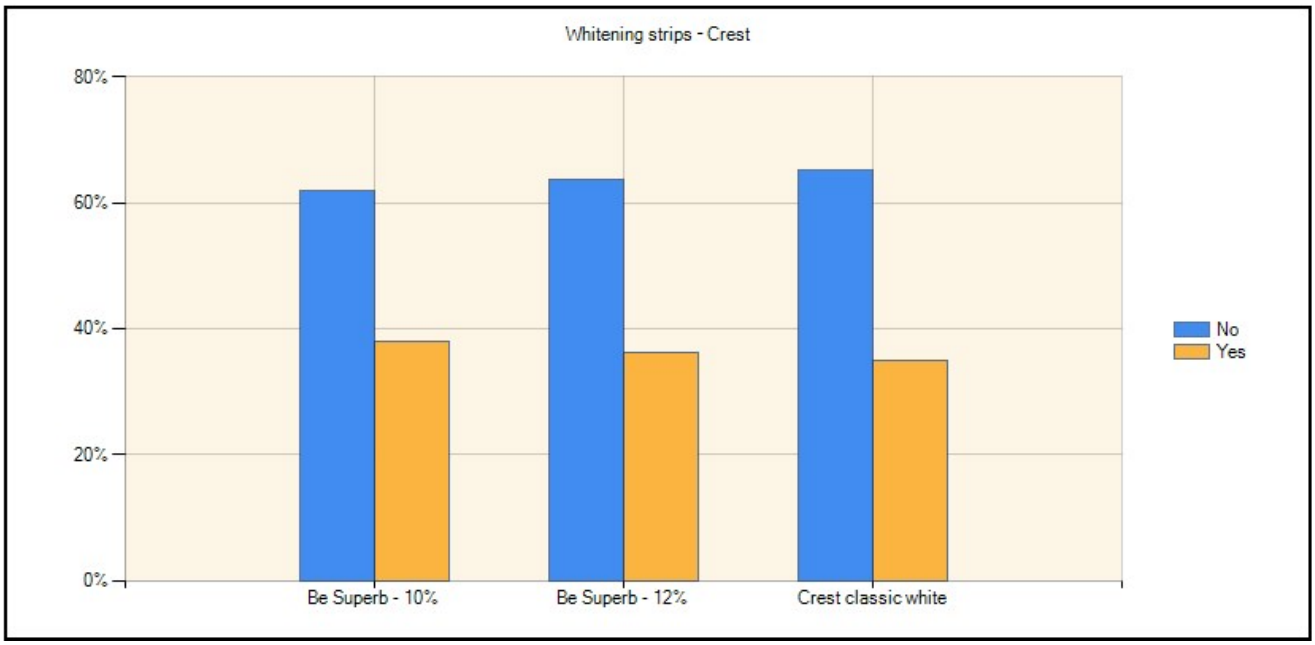
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Other	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	2	3	1	4	6.38	2.33
No	48	44	42	96	93.62	97.67
Total	50	47	43	100%	100%	100%

No, never whitened teeth before	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	10	10	10	20	21.28	23.26
No	40	37	33	80	78.72	76.74
Total	50	47	43	100%	100%	100%

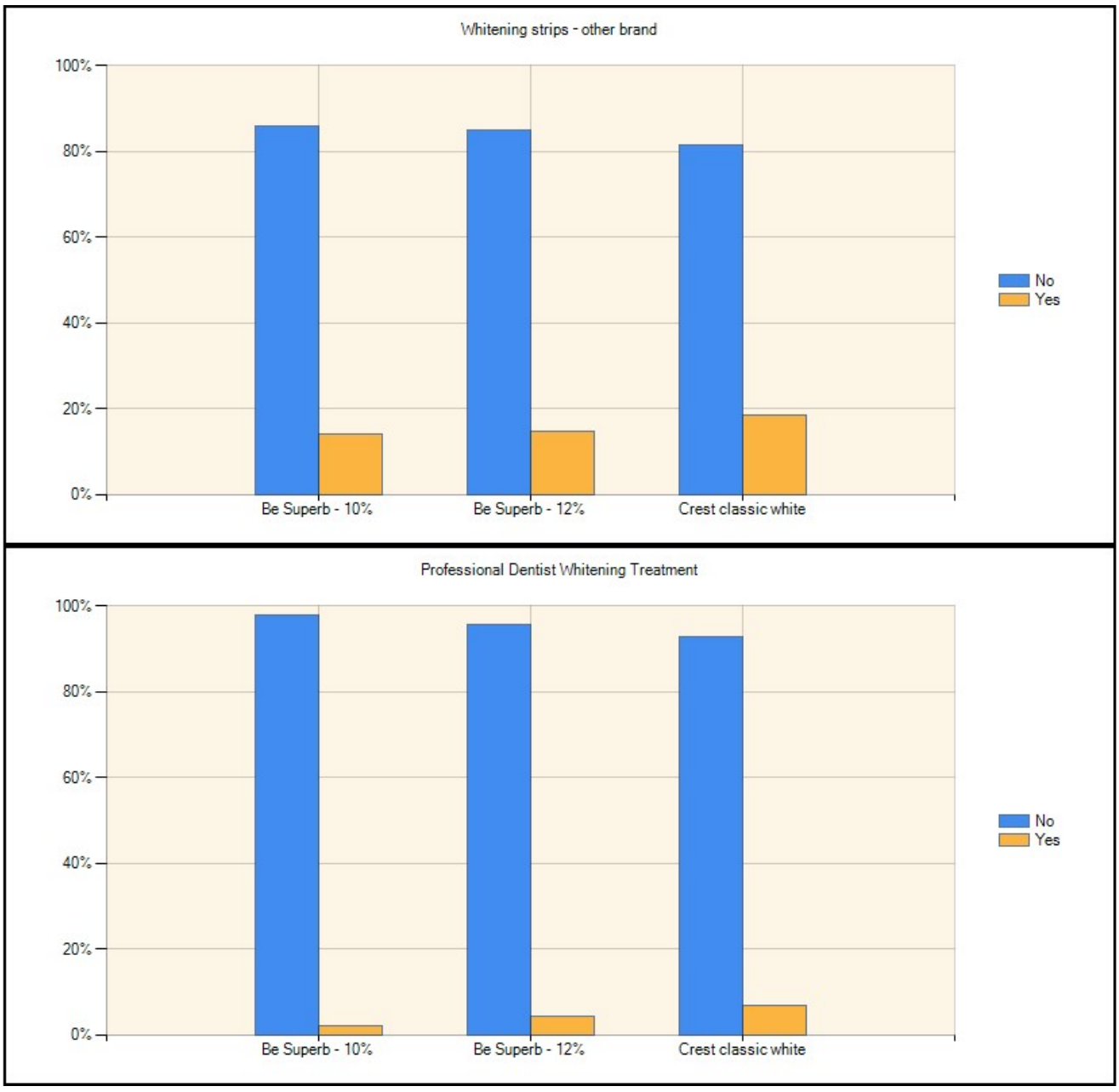


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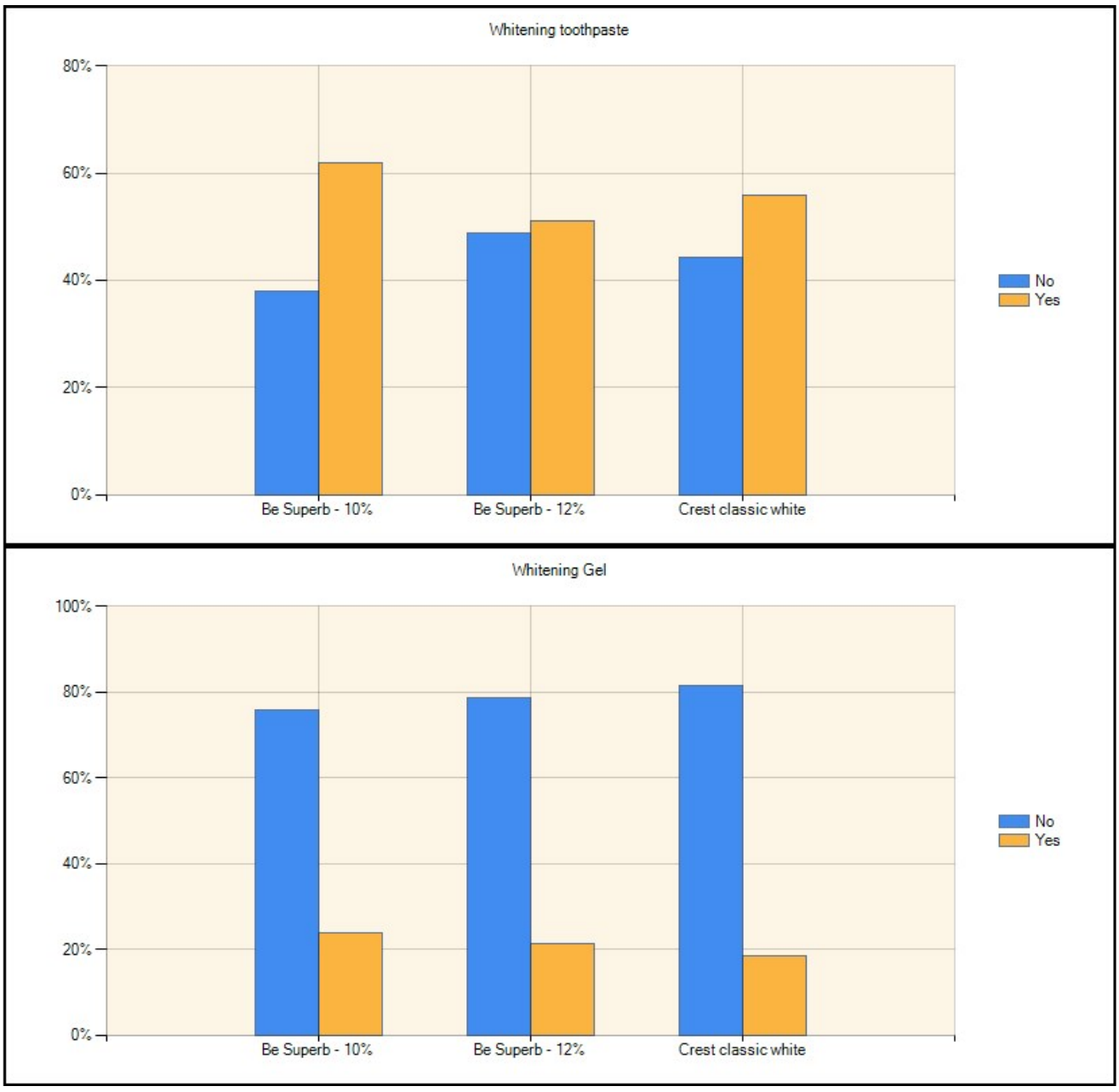


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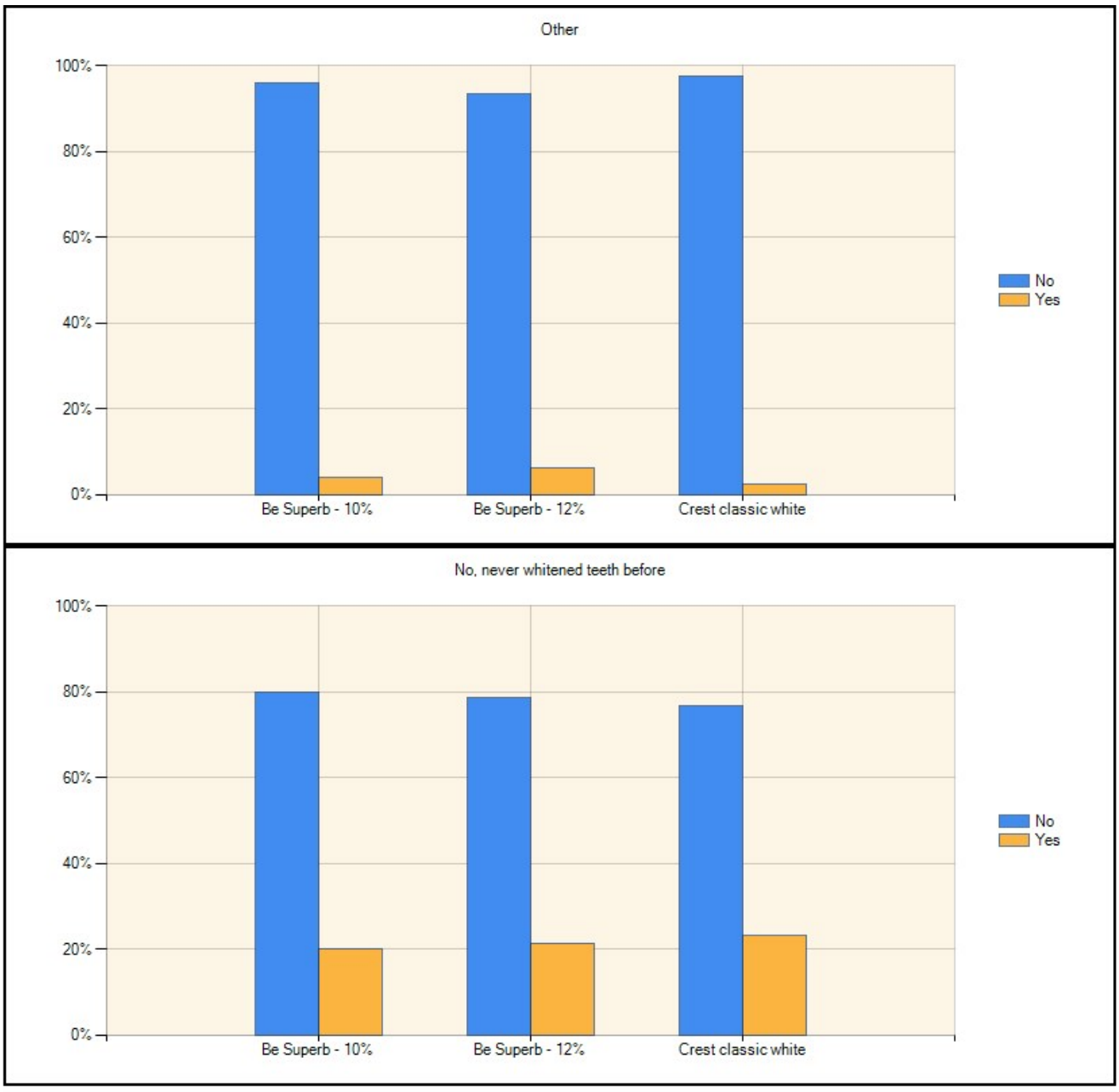


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Statistics

- Test: Chi-Squared Test
- if p<= 0.05 Then Binominal Test

Whitening strips – Crest	Chi-Sq=0.099	p=0.9517
Whitening strips – other brand	Chi-Sq=0.4061	p=0.8163
Professional Dentist Whitening Treatment	Chi-Sq=1.396	p=0.4976
Whitening toothpaste	Chi-Sq=1.188	p=0.5521
Whitening Gel	Chi-Sq=0.4007	p=0.8185
Other	Chi-Sq=0.9167	p=0.6323
No, never whitened teeth before	Chi-Sq=0.1465	p=0.9294

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Question 4 Please select which of the below you currently enjoy regularly: Mark all that apply.

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

Tea	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	30	31	25	60	65.96	58.14
No	20	16	18	40	34.04	41.86
Total	50	47	43	100%	100%	100%

Coffee	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	34	34	34	68	72.34	79.07
No	16	13	9	32	27.66	20.93
Total	50	47	43	100%	100%	100%

Red Wine	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	7	10	11	14	21.28	25.58
No	43	37	32	86	78.72	74.42
Total	50	47	43	100%	100%	100%

Dark Soda	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	25	24	19	50	51.06	44.19
No	25	23	24	50	48.94	55.81
Total	50	47	43	100%	100%	100%

Smoking	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	12	14	9	24	29.79	20.93
No	38	33	34	76	70.21	79.07
Total	50	47	43	100%	100%	100%

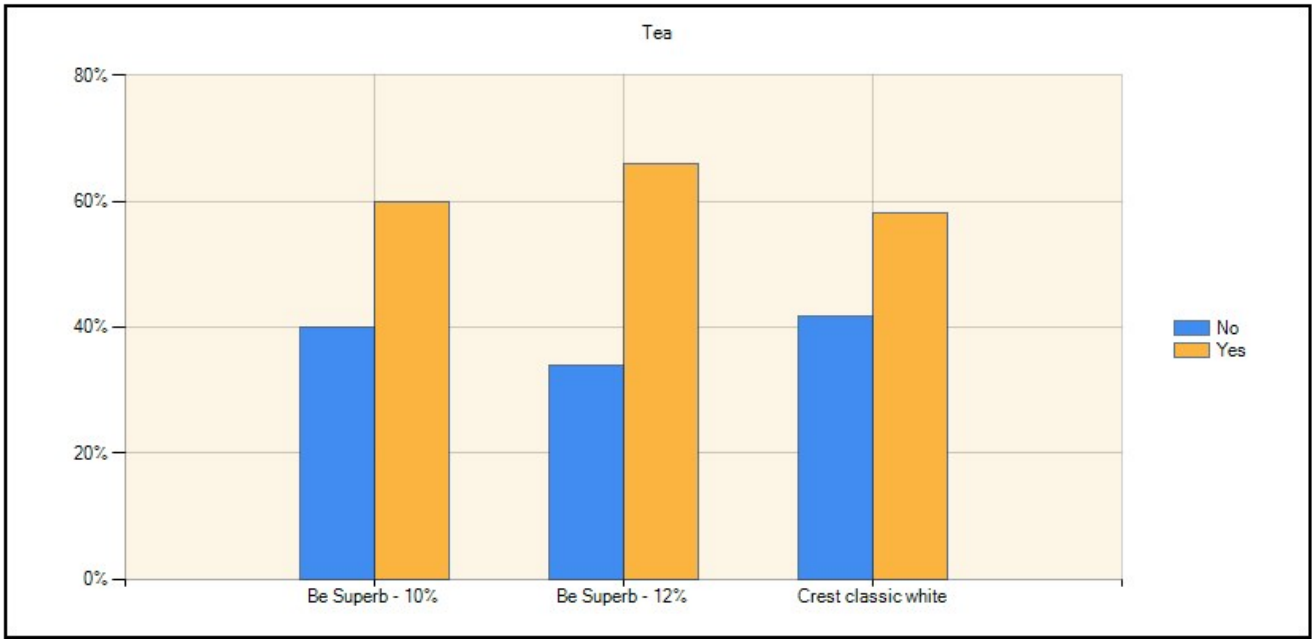
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Vaping	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	11	7	4	22	14.89	9.3
No	39	40	39	78	85.11	90.7
Total	50	47	43	100%	100%	100%

None of the above	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	1	1	2	2	2.13	4.65
No	49	46	41	98	97.87	95.35
Total	50	47	43	100%	100%	100%

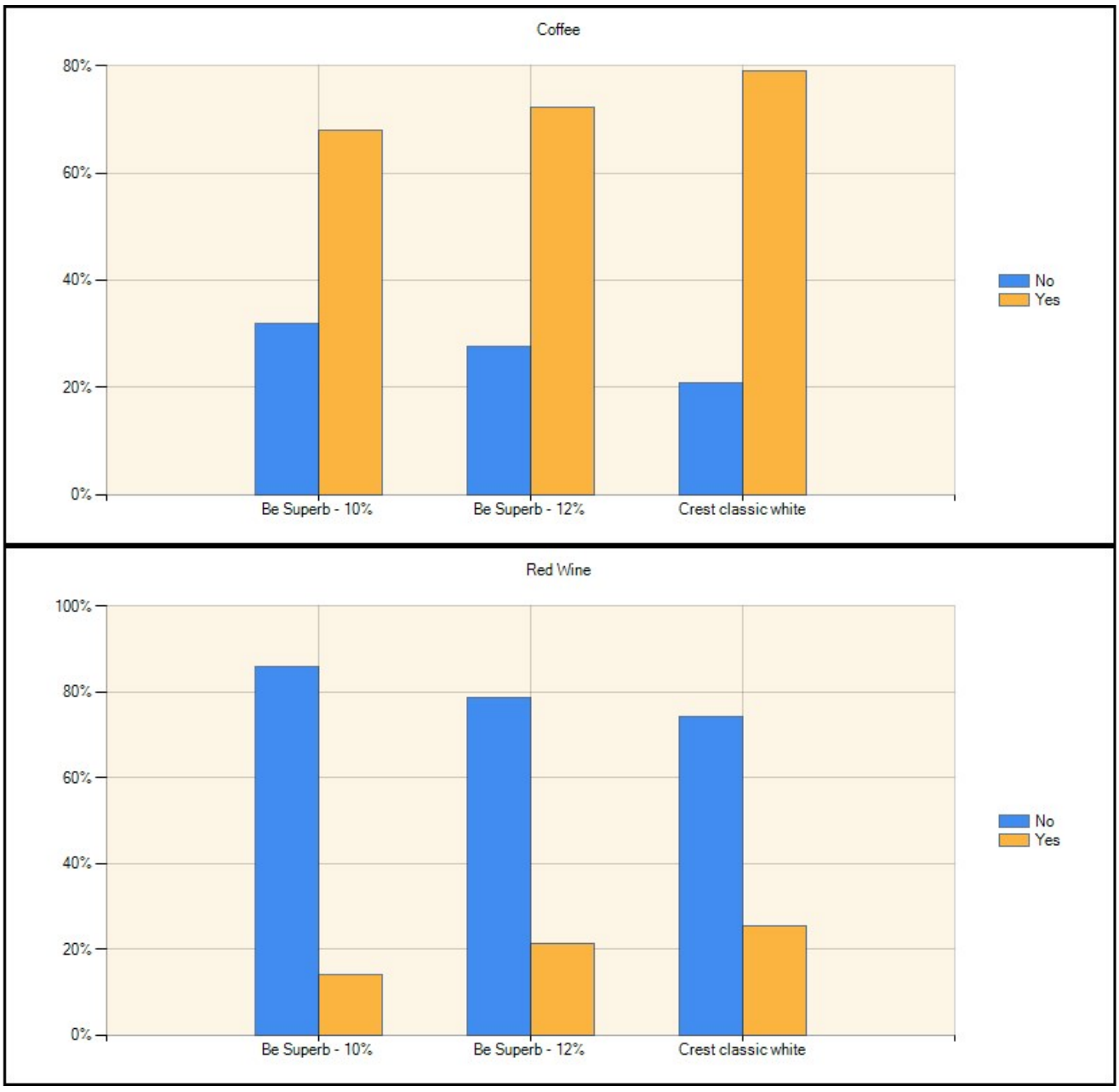


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Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023

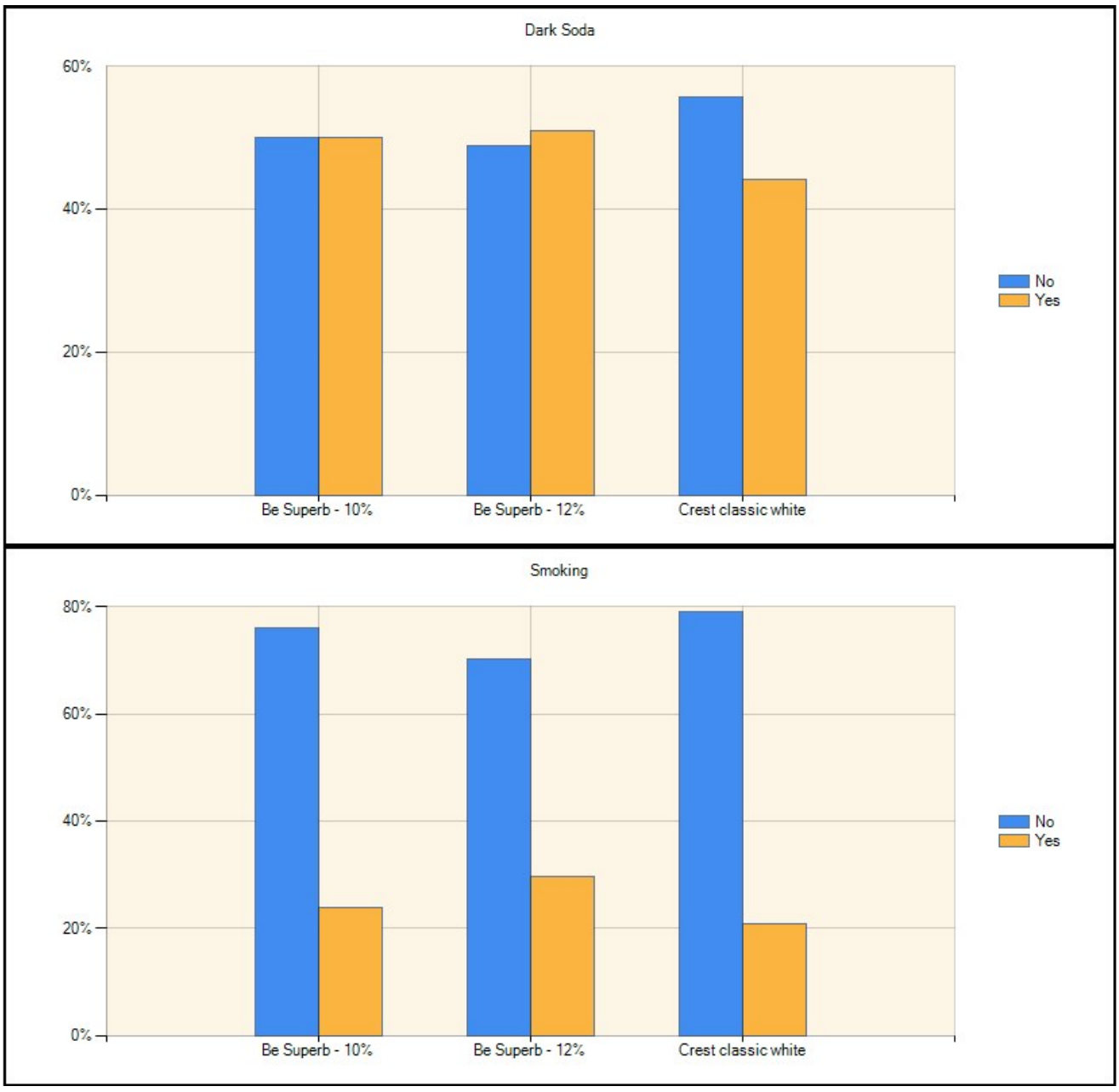


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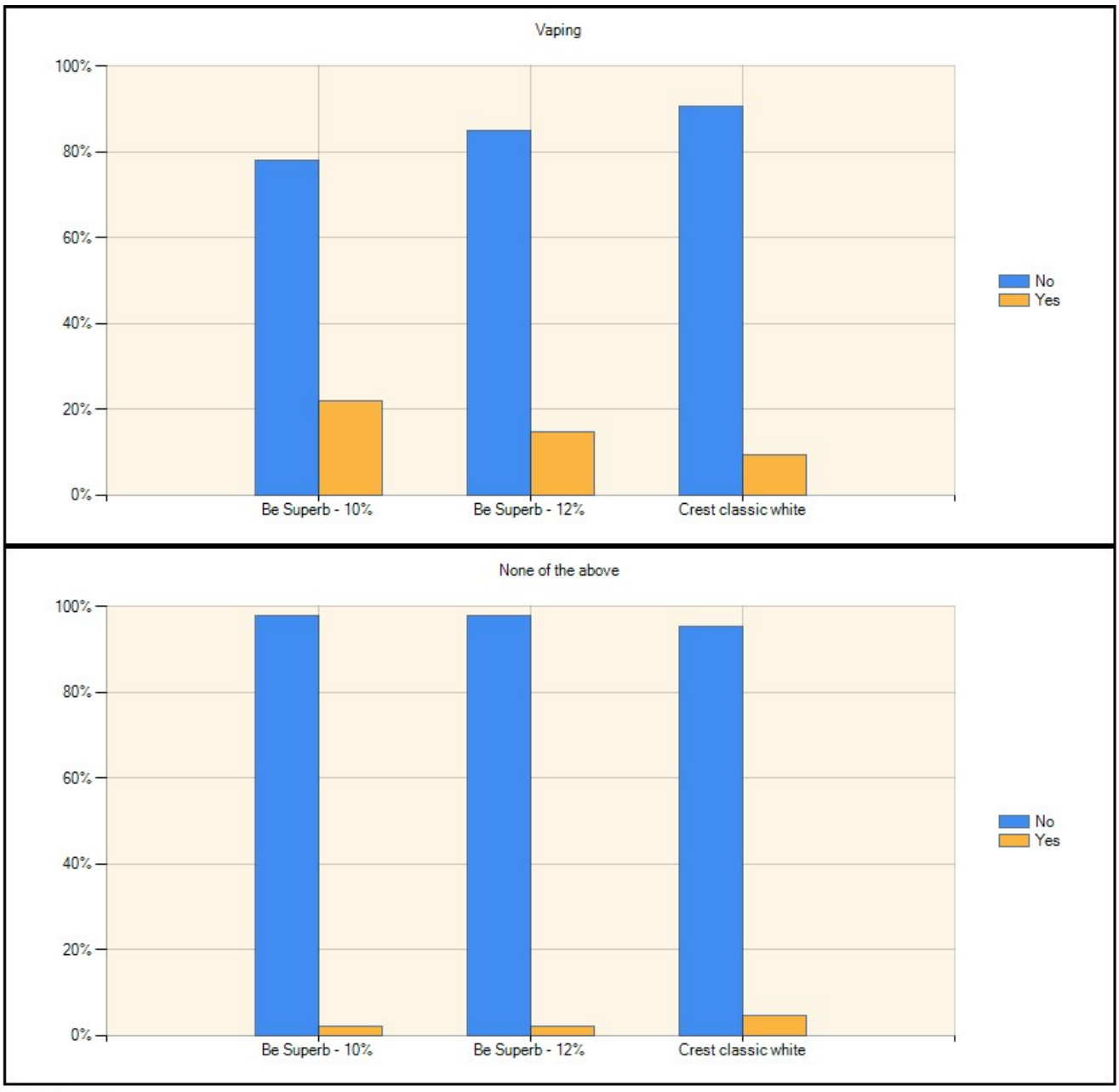


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Study Report
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Client Reference: | AGR Study Code: STU6781
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Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
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Statistics

- Test: Chi-Squared Test
- if p<= 0.05 Then Binominal Test

Tea	Chi-Sq=0.6462	p=0.7239
Coffee	Chi-Sq=1.4421	p=0.4862
Red Wine	Chi-Sq=2.0101	p=0.366
Dark Soda	Chi-Sq=0.4888	p=0.7832
Smoking	Chi-Sq=0.981	p=0.6123
Vaping	Chi-Sq=2.8502	p=0.2405
None of the above	Chi-Sq=0.7211	p=0.6973

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Question 5 Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Shade 1	Shade 2	Shade3	Shade 4	Shade 5	Shade 6	Shade 7	Shade 8	Shade 9	Shade 10	Shade 11	Shade 12	Shade 13	Shade 14	Shade 15	Shade 16	Shade 17	Shade 18	Shade 19	Shade 20	Shade 21	Shade 22	Shade 23	Shade 24	Total
Be Superb - 10%	0%	0%	0%	4%	12%	0%	10%	4%	2%	6%	6%	8%	10%	2%	6%	2%	2%	4%	0%	14%	0%	4%	2%	2%	100%
Be Superb - 12%	0%	0%	0%	4.26%	8.51%	12.77%	2.13%	6.38%	0%	10.64%	4.26%	2.13%	4.26%	4.26%	4.26%	6.38%	2.13%	6.38%	6.38%	6.38%	2.13%	0%	0%	6.38%	100%
Crest classic white	0%	0%	4.65%	9.3%	4.65%	4.65%	2.33%	9.3%	6.98%	0%	2.33%	11.63%	11.63%	4.65%	2.33%	9.3%	4.65%	2.33%	4.65%	2.33%	0%	2.33%	0%	0%	100%

Statistics

- Test: Chi-squared Distribution
- There is a significant association between sample and the option selected

Chi-Sq=NaN	p<0.0001

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Question 6 Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Shade 1	Shade 2	Shade3	Shade 4	Shade 5	Shade 6	Shade 7	Shade 8	Shade 9	Shade 10	Shade 11	Shade 12	Shade 13	Shade 14	Shade 15	Shade 16	Shade 17	Shade 18	Shade 19	Shade 20	Shade 21	Shade 22	Shade 23	Shade 24	Total
Be Superb - 10%	0%	0%	0%	2%	8%	6%	4%	4%	2%	4%	16%	6%	8%	0%	2%	8%	4%	4%	0%	6%	4%	4%	4%	4%	100%
Be Superb - 12%	0%	0%	4.26%	4.26%	4.26%	4.26%	10.64%	6.38%	2.13%	8.51%	2.13%	8.51%	6.38%	2.13%	2.13%	8.51%	2.13%	4.26%	6.38%	6.38%	0%	0%	4.26%	2.13%	100%
Crest classic white	0%	0%	4.65%	6.98%	6.98%	2.33%	6.98%	4.65%	6.98%	2.33%	4.65%	2.33%	13.95%	6.98%	4.65%	11.63%	2.33%	2.33%	2.33%	2.33%	0%	4.65%	0%	0%	100%

Statistics

- Test: Chi-squared Distribution
- There is a significant association between sample and the option selected

Chi-Sq=NaN	p<0.0001

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Question 7 Do you have a photo of your teeth to upload?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Yes	No	Other	Total
Be Superb - 10%	44*%	56*%	0%	100%
Be Superb - 12%	36.17%	63.83%	0%	100%
Crest classic white	34.88%	65.12*%	0%	100%

Statistics

- Test: Chi-squared Distribution
- There is a significant association between sample and the option selected

Chi-Sq=NaN	p<0.0001

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Before using the product please take a photo of your teeth alongside the shade guide card. Hold the shade guide card directly beneath your mouth. Ask someone to help if you are able to.

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showing a front on smile showing your top and bottom teeth.

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Clear and in focus

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In colour

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Unaltered (no filters, do not crop, etc.)

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Are well lit

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Taken with a white/ light plain background

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There are no shadows on your face

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There is no 'red eye'

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Section 2 Section 2 - Day 1

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Question 8 Which shade best reflects the shade of your top two front teeth?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Shade 1	Shade 2	Shade 3	Shade 4	Shade 5	Shade 6	Shade 7	Shade 8	Shade 9	Shade 10	Shade 11	Shade 12	Shade 13	Shade 14	Shade 15	Shade 16	Shade 17	Shade 18	Shade 19	Shade 20	Shade 21	Shade 22	Shade 23	Shade 24	Total
Be Superb - 10%	0%	0%	2%	4%	10%	2%	14%	4%	0%	12%	6%	10%	4%	2%	2%	0%	4%	0%	6%	12%	2%	0%	0%	4%	100%
Be Superb - 12%	2.13%	4.26%	6.38%	4.26%	2.13%	10.64%	2.13%	4.26%	4.26%	8.51%	2.13%	8.51%	4.26%	8.51%	2.13%	2.13%	2.13%	8.51%	4.26%	0%	2.13%	0%	2.13%	4.26%	100%
Crest classic white	0%	2.33%	2.33%	9.3%	2.33%	2.33%	9.3%	9.3%	9.3%	2.33%	2.33%	13.95%	6.98%	4.65%	4.65%	2.33%	2.33%	2.33%	4.65%	2.33%	2.33%	2.33%	0%	0%	100%

Statistics

- Test: Chi-squared Distribution

Chi-Sq=54.2014	p=0.1901

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Question 9 Which shade best reflects the shade of your bottom two middle teeth?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Shade 1	Shade 2	Shade 3	Shade 4	Shade 5	Shade 6	Shade 7	Shade 8	Shade 9	Shade 10	Shade 11	Shade 12	Shade 13	Shade 14	Shade 15	Shade 16	Shade 17	Shade 18	Shade 19	Shade 20	Shade 21	Shade 22	Shade 23	Shade 24	Total
Be Superb - 10%	0%	0%	0%	4%	10%	6%	6%	8%	2%	6%	8%	10%	6%	2%	0%	2%	4%	6%	2%	8%	4%	2%	2%	2%	100%
Be Superb - 12%	2.13%	2.13%	4.26%	6.38%	6.38%	8.51%	4.26%	4.26%	4.26%	6.38%	2.13%	12.77%	4.26%	2.13%	0%	6.38%	2.13%	6.38%	2.13%	4.26%	0%	0%	6.38%	2.13%	100%
Crest classic white	0%	2.33%	2.33%	9.3%	2.33%	6.98%	9.3%	4.65%	9.3%	2.33%	2.33%	4.65%	11.63%	4.65%	4.65%	4.65%	2.33%	2.33%	4.65%	4.65%	2.33%	2.33%	0%	0%	100%

Statistics

- Test: Chi-squared Distribution

Chi-Sq=35.6855	p=0.8637

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Question 10 Did you experience any of the following?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

Low burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	4	6	3	8	12.77	6.98
No	46	41	40	92	87.23	93.02
Total	50	47	43	100%	100%	100%

Medium burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	2	1	0	4	2.13	0
No	48	46	43	96	97.87	100
Total	50	47	43	100%	100%	100%

High burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	1	0	0	2	0	0
No	49	47	43	98	100	100
Total	50	47	43	100%	100%	100%

Low tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	5	1	3	10	2.13	6.98
No	45	46	40	90	97.87	93.02
Total	50	47	43	100%	100%	100%

Medium tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	2	1	1	4	2.13	2.33
No	48	46	42	96	97.87	97.67
Total	50	47	43	100%	100%	100%

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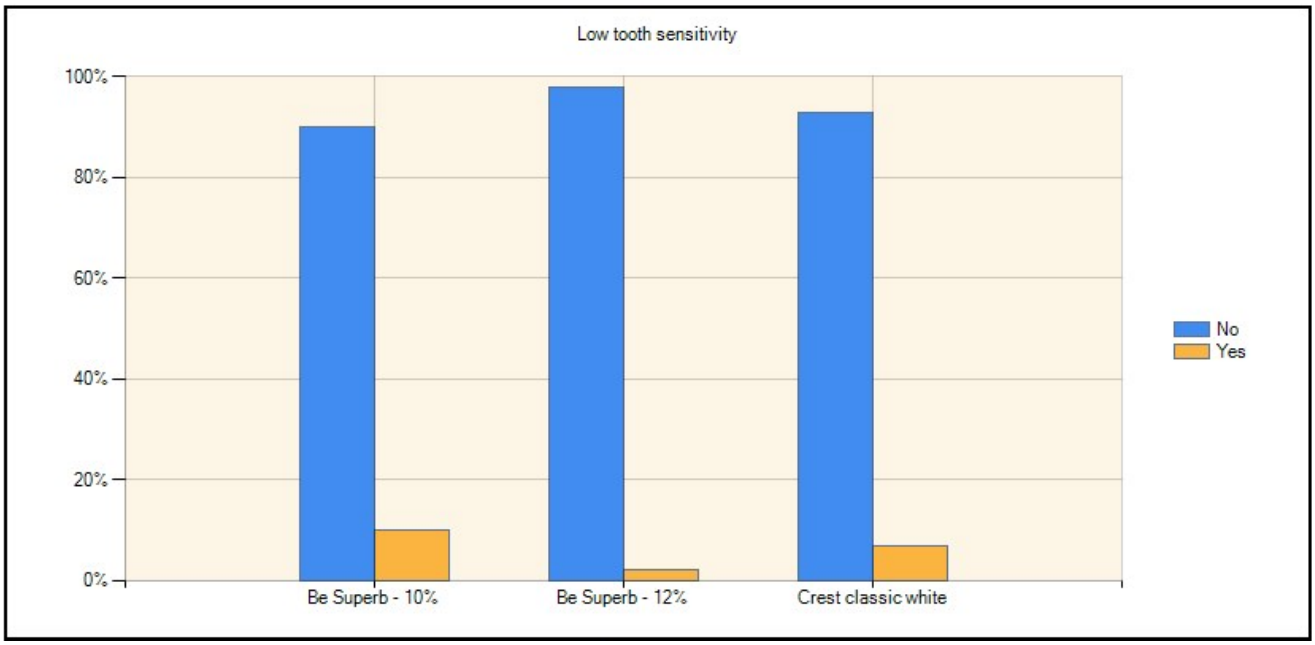
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Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023

High tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	0	1	0	0	2.13	0
No	50	46	43	100	97.87	100
Total	50	47	43	100%	100%	100%

None of the above	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	38	39	36	76	82.98	83.72
No	12	8	7	24	17.02	16.28
Total	50	47	43	100%	100%	100%

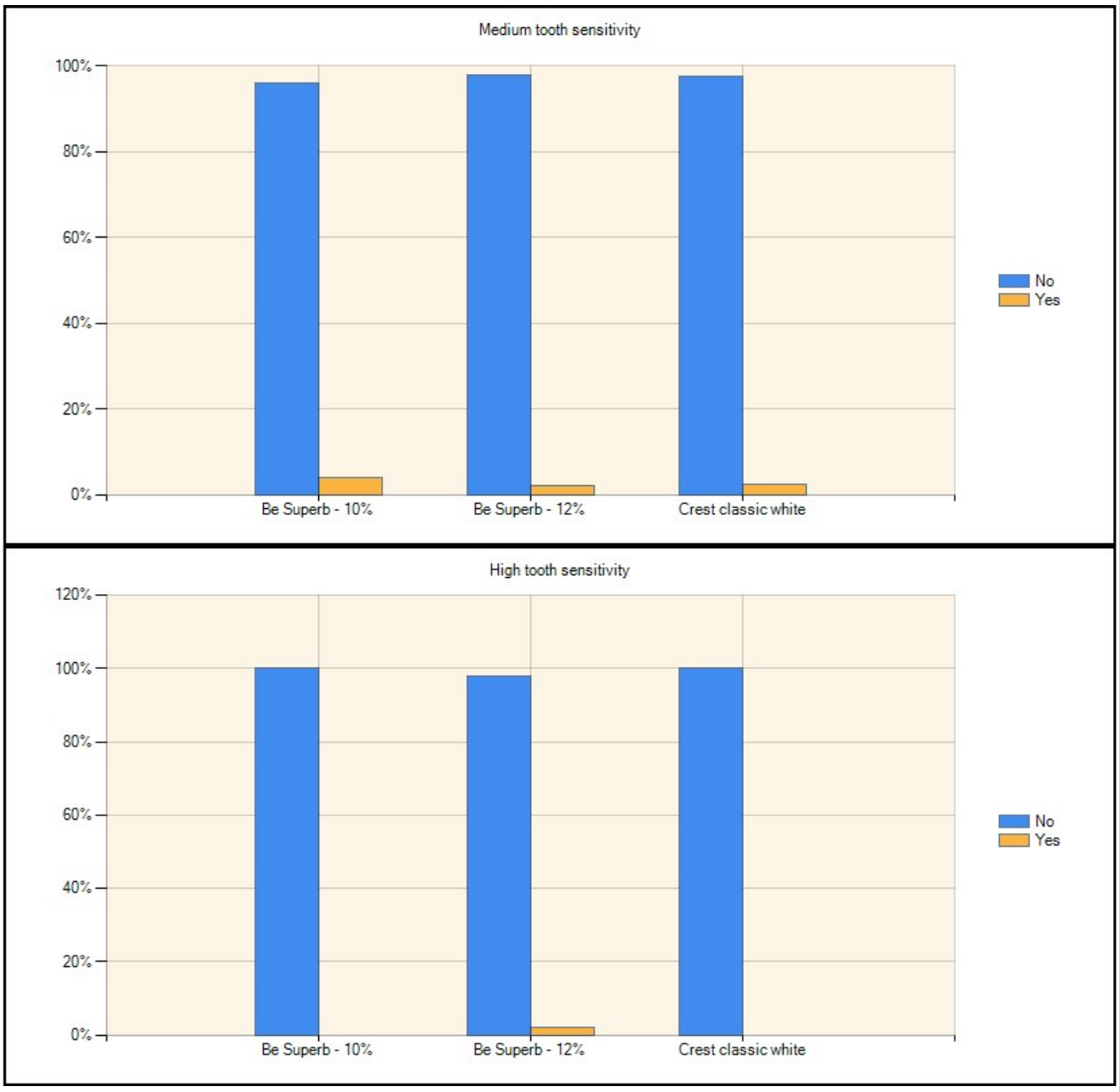


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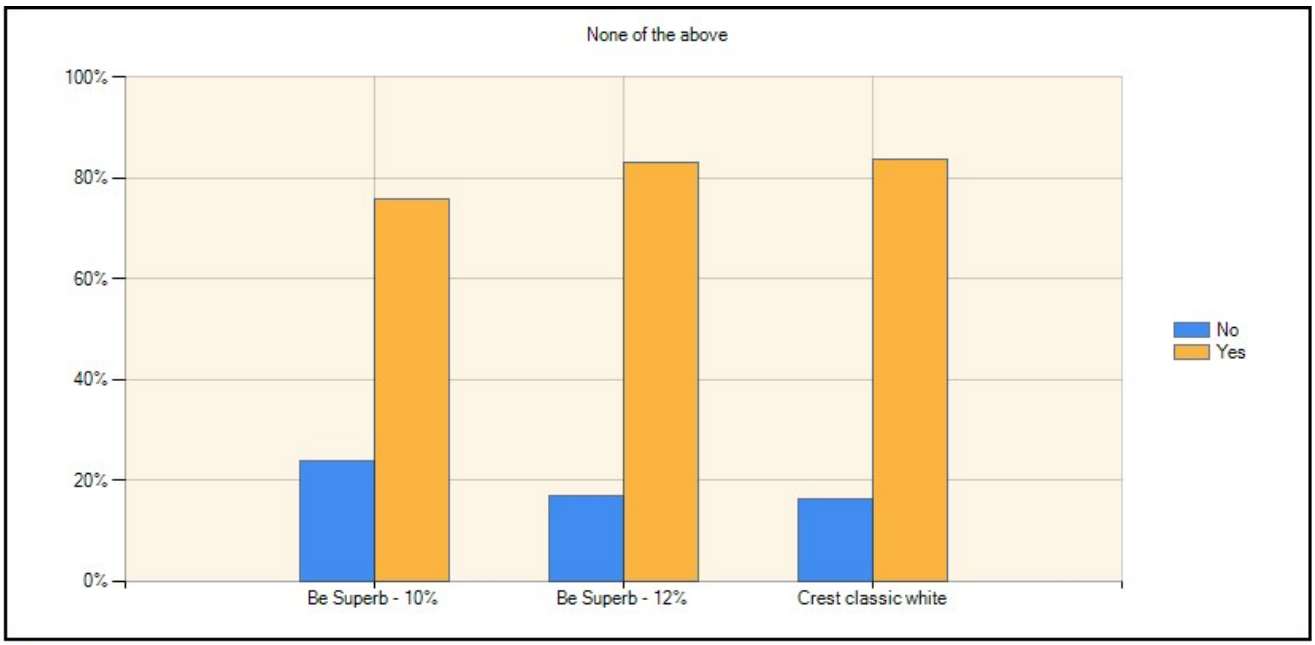
Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023



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Statistics

- Test: Chi-Squared Test
- if p<= 0.05 Then Binominal Test

Low burning of gum/tongue	Chi-Sq=1.0461	p=0.5927
Medium burning of gum/tongue	Chi-Sq=1.764	p=0.4139
High burning of gum/tongue	Chi-Sq=1.8129	p=0.4039
Low tooth sensitivity	Chi-Sq=2.527	p=0.2827
Medium tooth sensitivity	Chi-Sq=0.3692	p=0.8314
High tooth sensitivity	Chi-Sq=1.993	p=0.3692
None of the above	Chi-Sq=1.1184	p=0.5717

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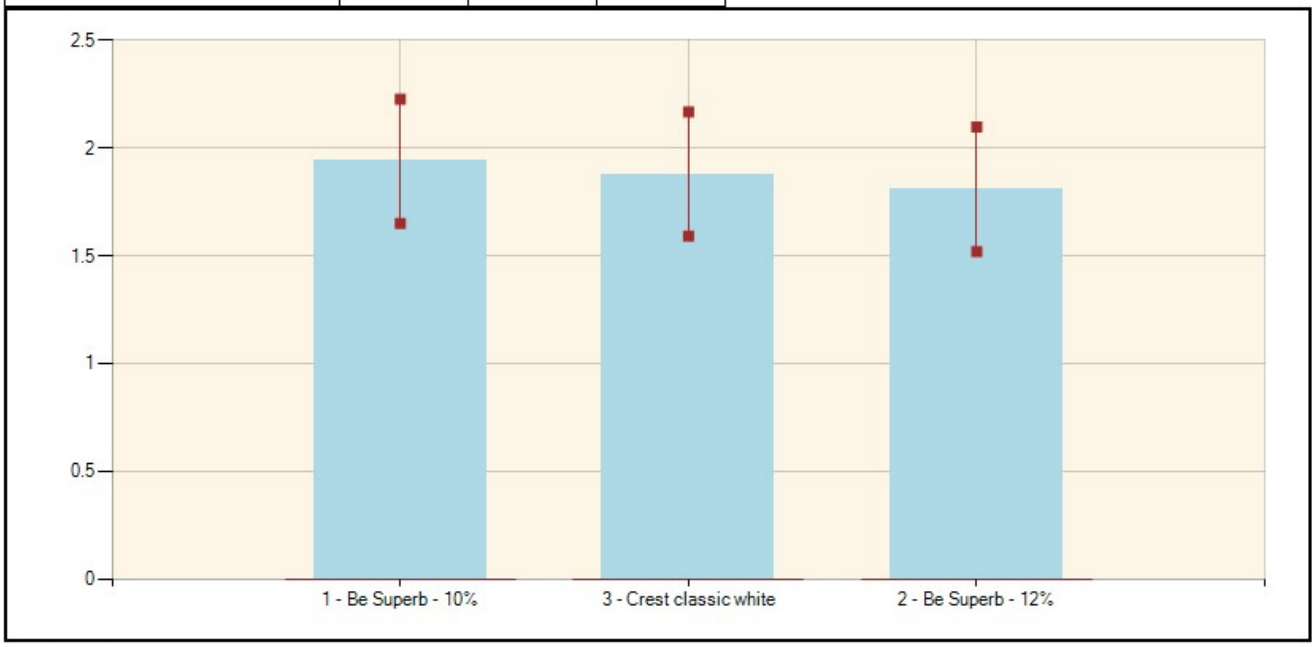
Question 11 Did you experience sensitivity when using this product?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	28	27	22	56	57.45	51.16
2.(2)	7	9	9	14	19.15	20.93
3. Neither agree nor disagree(3)	7	7	7	14	14.89	16.28
4.(4)	6	1	5	12	2.13	11.63
5. Strongly agree(5)	2	3	0	4	6.38	0
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	1.94	1.81	1.88
Std. Dev.	1.25	1.17	1.07



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	0.4205	0.2103	0.1528	0.8584
Error	137	188.5152	1.376		
Total	139	188.9357			

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Tukey Test

Sample	Mean	Group	N	Std.Err
1 - Be Superb - 10%	1.94	A	50	0.1659
3 - Crest classic white	1.88	A	43	0.1789
2 - Be Superb - 12%	1.81	A	47	0.1711

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.5765

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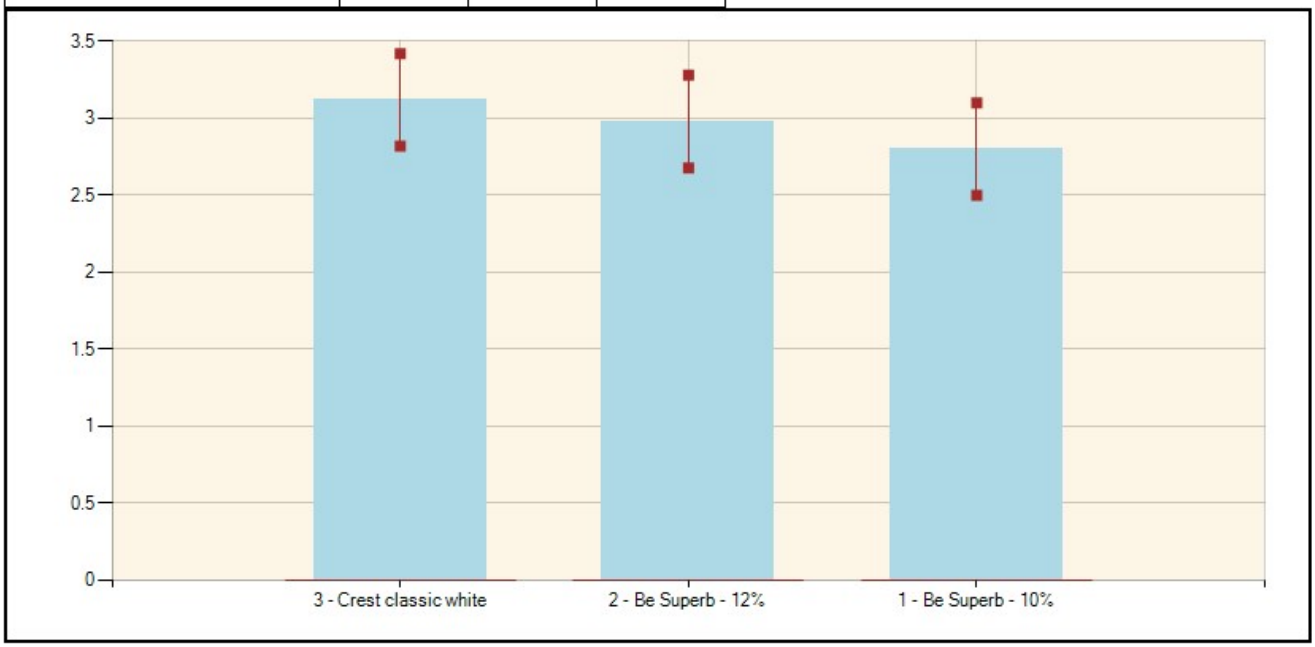
Question 12 My teeth are noticeably whiter after 1 days use

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	13	8	4	26	17.02	9.3
2.(2)	1	9	7	2	19.15	16.28
3. Neither agree nor disagree(3)	23	14	15	46	29.79	34.88
4.(4)	9	8	14	18	17.02	32.56
5. Strongly agree(5)	4	8	3	8	17.02	6.98
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	2.8	2.98	3.12
Std. Dev.	1.25	1.33	1.07



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	2.3455	1.1728	0.7822	0.4594
Error	137	205.3973	1.4993		
Total	139	207.7429			

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Tukey Test

Sample	Mean	Group	N	Std.Err
3 - Crest classic white	3.12	A	43	0.1867
2 - Be Superb - 12%	2.98	A	47	0.1786
1 - Be Superb - 10%	2.8	A	50	0.1732

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.6018

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Section 3 Section 3 - Day 3

After 3 days use

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Please refer to the colour guide provided with your strips. When grading teeth shade each time please try to do at same time of day and in same room with as much daylight as possible, brush teeth before testing and avoid coffee, tea or red wine in the 2 hours before shade testing.

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Question 13 Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 139

	Shade 1	Shade 2	Shade3	Shade 4	Shade 5	Shade 6	Shade 7	Shade 8	Shade 9	Shade 10	Shade 11	Shade 12	Shade 13	Shade 14	Shade 15	Shade 16	Shade 17	Shade 18	Shade 19	Shade 20	Shade 21	Shade 22	Shade 23	Shade 24	Total
Be Superb - 10%	0%	0%	2%	6%	6%	6%	12%	6%	4%	8%	6%	6%	2%	4%	0%	4%	0%	2%	14%	4%	4%	0%	2%	2%	100%
Be Superb - 12%	4.35%	2.17%	6.52%	6.52%	8.7%	4.35%	4.35%	2.17%	4.35%	4.35%	4.35%	10.87%	8.7%	4.35%	0%	4.35%	2.17%	4.35%	4.35%	0%	2.17%	2.17%	4.35%	0%	100%
Crest classic white	0%	2.33%	4.65%	13.95%	4.65%	6.98%	6.98%	0%	6.98%	4.65%	6.98%	4.65%	2.33%	9.3%	2.33%	6.98%	4.65%	0%	6.98%	2.33%	2.33%	0%	0%	0%	100%

Statistics

- Test: Chi-squared Distribution

Chi-Sq=38.9409	p=0.7602

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Question 14 Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Shade 1	Shade 2	Shade3	Shade 4	Shade 5	Shade 6	Shade 7	Shade 8	Shade 9	Shade 10	Shade 11	Shade 12	Shade 13	Shade 14	Shade 15	Shade 16	Shade 17	Shade 18	Shade 19	Shade 20	Shade 21	Shade 22	Shade 23	Shade 24	Total
Be Superb - 10%	0%	0%	0%	4%	6%	8%	8%	6%	6%	4%	8%	4%	4%	2%	2%	4%	8%	4%	12%	2%	4%	2%	0%	2%	100%
Be Superb - 12%	4.26%	2.13%	6.38%	4.26%	2.13%	8.51%	4.26%	4.26%	4.26%	8.51%	4.26%	12.77%	6.38%	4.26%	0%	4.26%	0%	4.26%	8.51%	0%	0%	4.26%	2.13%	0%	100%
Crest classic white	0%	4.65%	6.98%	11.63%	2.33%	6.98%	4.65%	0%	4.65%	0%	16.28%	6.98%	4.65%	6.98%	4.65%	2.33%	2.33%	2.33%	6.98%	2.33%	2.33%	0%	0%	0%	100%

Statistics

- Test: Chi-squared Distribution

Chi-Sq=45.0541	p=0.5118

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Question 15 Did you experience any of the following?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

Low burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	7	8	2	14	17.02	4.65
No	43	39	41	86	82.98	95.35
Total	50	47	43	100%	100%	100%

Medium burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	1	1	1	2	2.13	2.33
No	49	46	42	98	97.87	97.67
Total	50	47	43	100%	100%	100%

High burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	1	0	0	2	0	0
No	49	47	43	98	100	100
Total	50	47	43	100%	100%	100%

Low tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	8	1	9	16	2.13	20.93
No	42	46	34	84	97.87	79.07
Total	50	47	43	100%	100%	100%

Medium tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	1	1	2	2	2.13	4.65
No	49	46	41	98	97.87	95.35
Total	50	47	43	100%	100%	100%

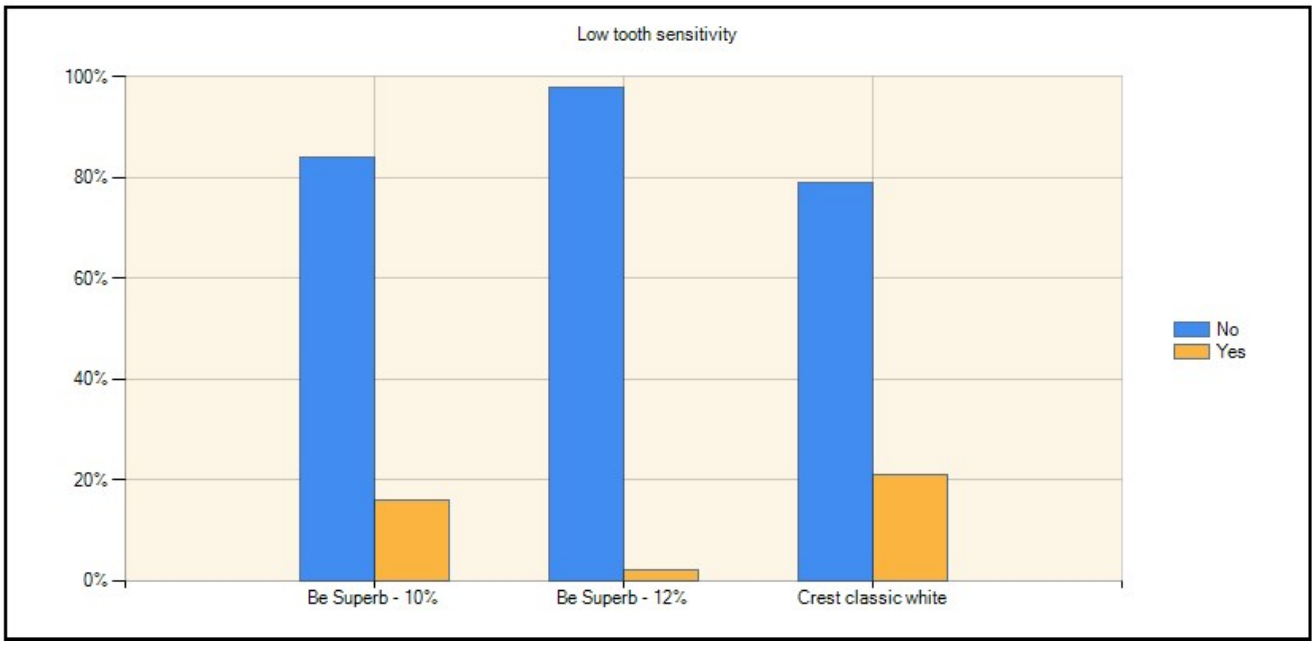
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High tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	0	1	1	0	2.13	2.33
No	50	46	42	100	97.87	97.67
Total	50	47	43	100%	100%	100%

None of the above	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	35	36	29	70	76.6	67.44
No	15	11	14	30	23.4	32.56
Total	50	47	43	100%	100%	100%

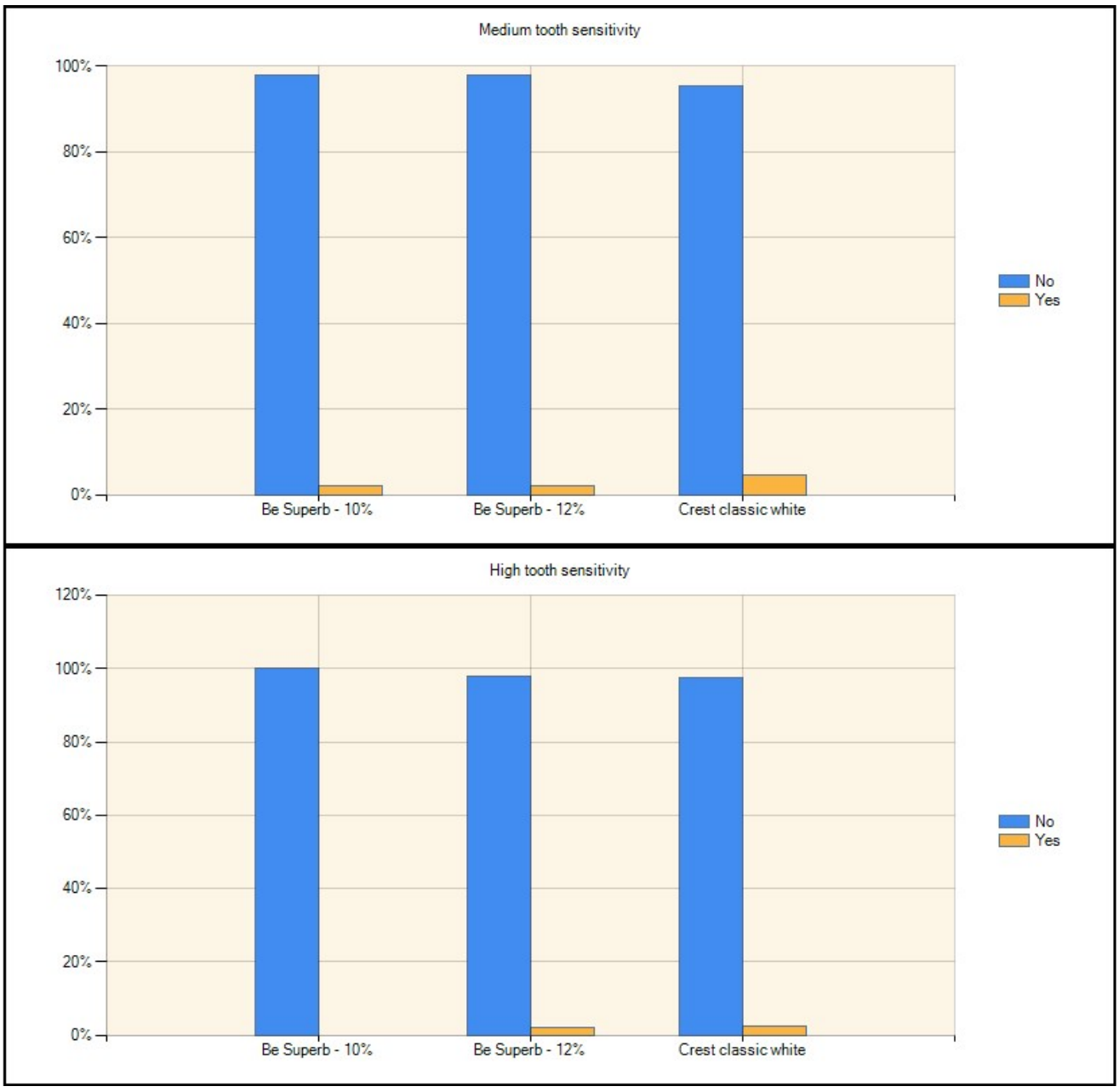


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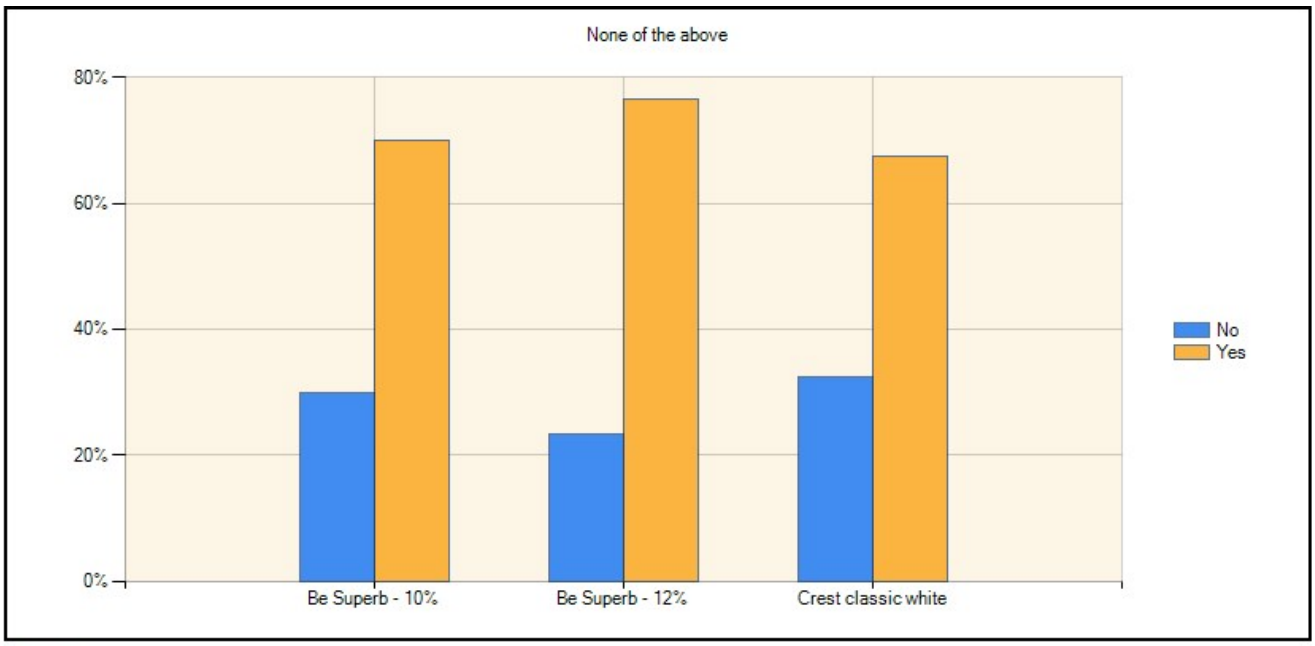
Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023



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Statistics

- Test: Chi-Squared Test
- if p<= 0.05 Then Binominal Test

Low burning of gum/tongue	Chi-Sq=3.4723	p=0.1762

Medium burning of gum/tongue	Chi-Sq=0.0118	p=0.9941

High burning of gum/tongue	Chi-Sq=1.8129	p=0.4039

Low tooth sensitivity(*)	Chi-Sq=7.7714	p=0.0205
Product Codes:Be Superb - 10%, Be Superb - 12%	z=0.37	p=0.0205
Product Codes:Be Superb - 10%, Crest classic white	z=-0.26	p=0.0205
Product Codes:Be Superb - 12%, Crest classic white	z=-0.45	p=0.0205

Medium tooth sensitivity	Chi-Sq=0.7211	p=0.6973

High tooth sensitivity	Chi-Sq=1.1335	p=0.5674

None of the above	Chi-Sq=0.9998	p=0.6066

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Study Report
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Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
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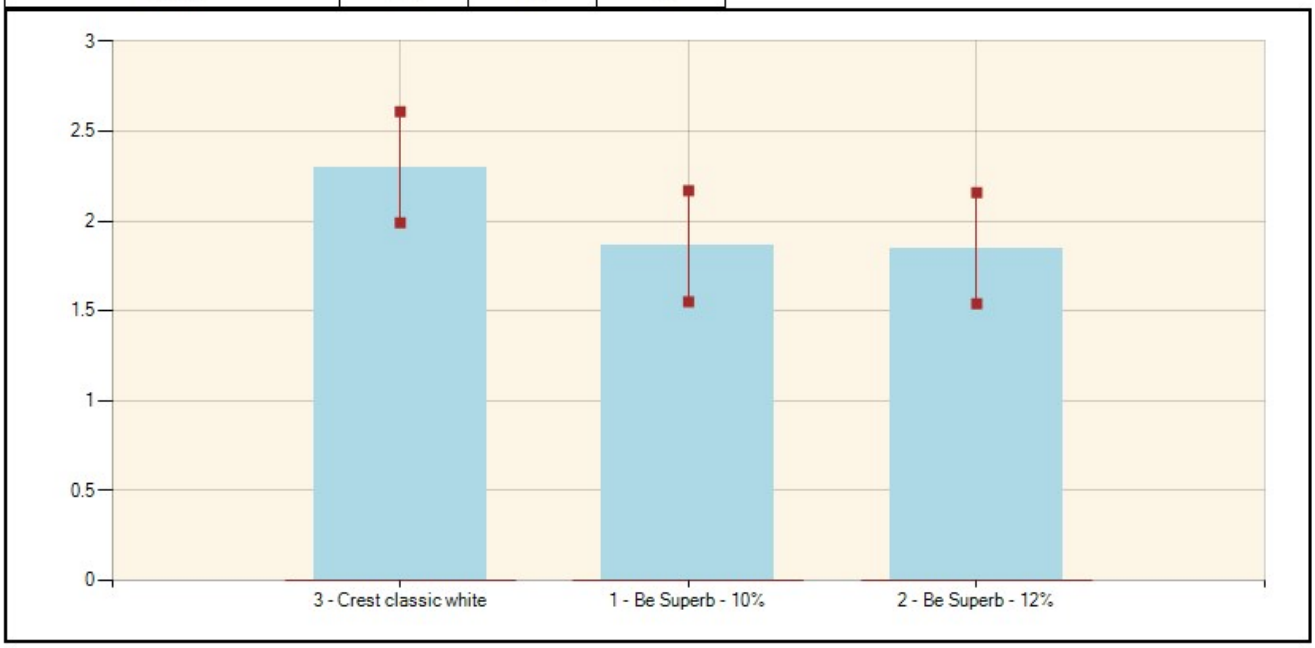
Question 16 Did you experience sensitivity when using this product?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	30	27	20	60	57.45	46.51
2.(2)	5	8	4	10	17.02	9.3
3. Neither agree nor disagree(3)	7	8	6	14	17.02	13.95
4.(4)	8	0	12	16	0	27.91
5. Strongly agree(5)	0	4	1	0	8.51	2.33
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	1.86	1.85	2.3
Std. Dev.	1.18	1.23	1.37



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	5.9456	2.9728	1.8764	0.157
Error	137	217.0472	1.5843		
Total	139	222.9929			

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Somerset, BA4 4QP
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Tukey Test

Sample	Mean	Group	N	Std.Err
3 - Crest classic white	2.3	A	43	0.1919
1 - Be Superb - 10%	1.86	A	50	0.178
2 - Be Superb - 12%	1.85	A	47	0.1836

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.6186

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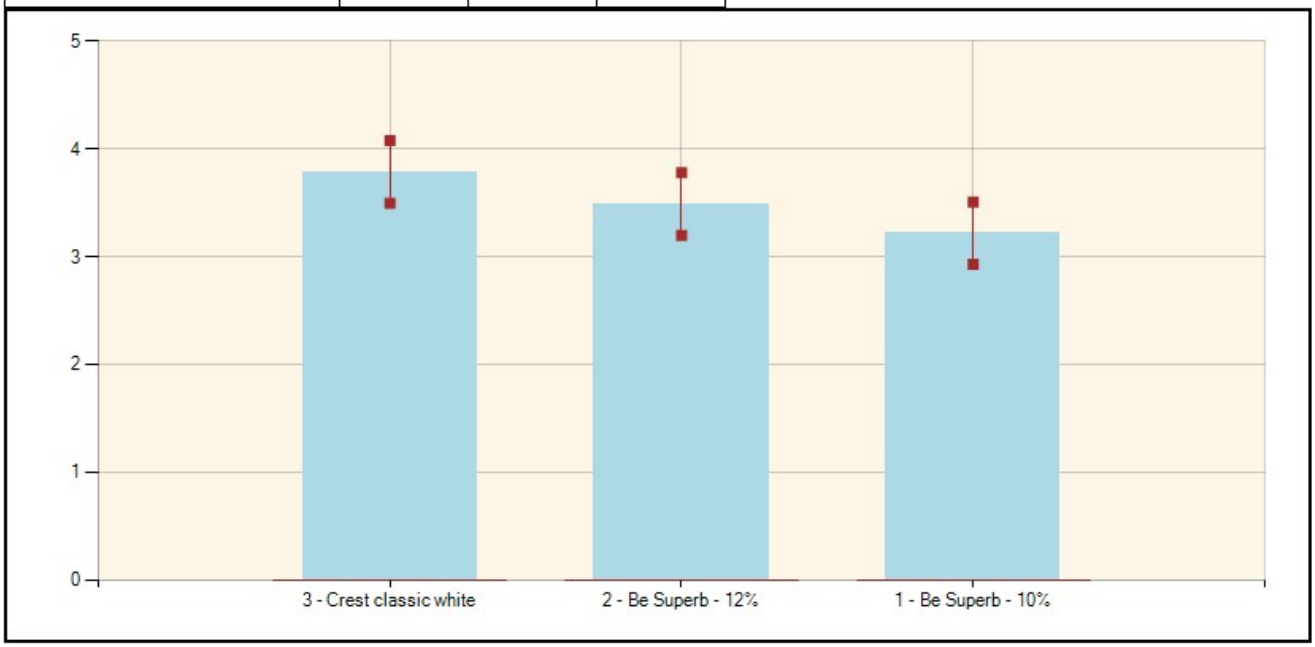
Question 17 My teeth are noticeably whiter after 3 days use

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	7	6	1	14	12.77	2.33
2.(2)	7	2	2	14	4.26	4.65
3. Neither agree nor disagree(3)	13	13	11	26	27.66	25.58
4.(4)	14	15	20	28	31.91	46.51
5. Strongly agree(5)	9	11	9	18	23.4	20.93
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	3.22	3.49	3.79
Std. Dev.	1.3	1.27	0.91



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	7.5305	3.7652	2.6945	0.0712
Error	137	191.441	1.3974		
Total	139	198.9714			

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Tukey Test

Sample	Mean	Group	N	Std.Err
3 - Crest classic white	3.79	A	43	0.1803
2 - Be Superb - 12%	3.49	A	47	0.1724
1 - Be Superb - 10%	3.22	A	50	0.1672

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.561

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Section 4 Section 4 - Day 6

After 6 days use

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Please refer to the colour guide provided with your strips. When grading teeth shade each time please try to do at same time of day and in same room with as much daylight as possible, brush teeth before testing and avoid coffee, tea or red wine in the 2 hours before shade testing.

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Question 18 Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 139

	Shade 1	Shade 2	Shade3	Shade 4	Shade 5	Shade 6	Shade 7	Shade 8	Shade 9	Shade 10	Shade 11	Shade 12	Shade 13	Shade 14	Shade 15	Shade 16	Shade 17	Shade 18	Shade 19	Shade 20	Shade 21	Shade 22	Shade 23	Shade 24	Total
Be Superb - 10%	2%	0%	6%	6%	6%	16%	4%	8%	8%	2%	4%	2%	2%	2%	2%	0%	4%	4%	10%	4%	2%	0%	0%	6%	100%
Be Superb - 12%	6.52%	6.52%	2.17%	2.17%	8.7%	6.52%	6.52%	4.35%	8.7%	4.35%	8.7%	6.52%	4.35%	2.17%	0%	6.52%	4.35%	2.17%	0%	0%	4.35%	4.35%	0%	0%	100%
Crest classic white	0%	4.65%	11.63%	9.3%	4.65%	6.98%	0%	11.63%	2.33%	13.95%	0%	6.98%	4.65%	2.33%	0%	4.65%	0%	2.33%	6.98%	2.33%	2.33%	0%	0%	2.33%	100%

Statistics

- Test: Chi-squared Distribution
- There is a significant association between sample and the option selected

Chi-Sq=NaN	p<0.0001

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Question 19 Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 139

	Shade 1	Shade 2	Shade3	Shade 4	Shade 5	Shade 6	Shade 7	Shade 8	Shade 9	Shade 10	Shade 11	Shade 12	Shade 13	Shade 14	Shade 15	Shade 16	Shade 17	Shade 18	Shade 19	Shade 20	Shade 21	Shade 22	Shade 23	Shade 24	Total
Be Superb - 10%	0"%	2%	6%	10%	2%	6%	12"%	8%	6%	8%	4%	0"%	0"%	2%	4%	4%	6%	4%	6%	6%	0"%	0"%	0"%	4%	100%
Be Superb - 12%	4.35%	8.7%	2.17%	0"%	6.52%	10.87%	6.52%	6.52%	4.35%	4.35%	6.52%	13.04"%	4.35%	0"%	0"%	2.17%	4.35%	8.7%	2.17%	0"%	2.17%	2.17%	0"%	0"%	100%
Crest classic white	0"%	4.65%	11.63%	6.98%	6.98%	6.98%	0"%	9.3%	0"%	9.3%	16.28"%	6.98%	0"%	2.33%	0"%	0"%	2.33%	2.33%	6.98%	2.33%	2.33%	0"%	0"%	2.33%	100%

Statistics

- Test: Chi-squared Distribution
- There is a significant association between sample and the option selected

Chi-Sq=NaN	p<0.0001

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Question 20 Did you experience any of the following?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 139

Tabulated Results

Low burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	7	5	1	14	10.87	2.33
No	43	41	42	86	89.13	97.67
Total	50	46	43	100%	100%	100%

Medium burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	2	2	2	4	4.35	4.65
No	48	44	41	96	95.65	95.35
Total	50	46	43	100%	100%	100%

High burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	0	0	0	0	0	0
No	0	0	0	0	0	0
Total	100%	100%	100%			

Low tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	7	3	7	14	6.52	16.28
No	43	43	36	86	93.48	83.72
Total	50	46	43	100%	100%	100%

Medium tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	2	1	3	4	2.17	6.98
No	48	45	40	96	97.83	93.02
Total	50	46	43	100%	100%	100%

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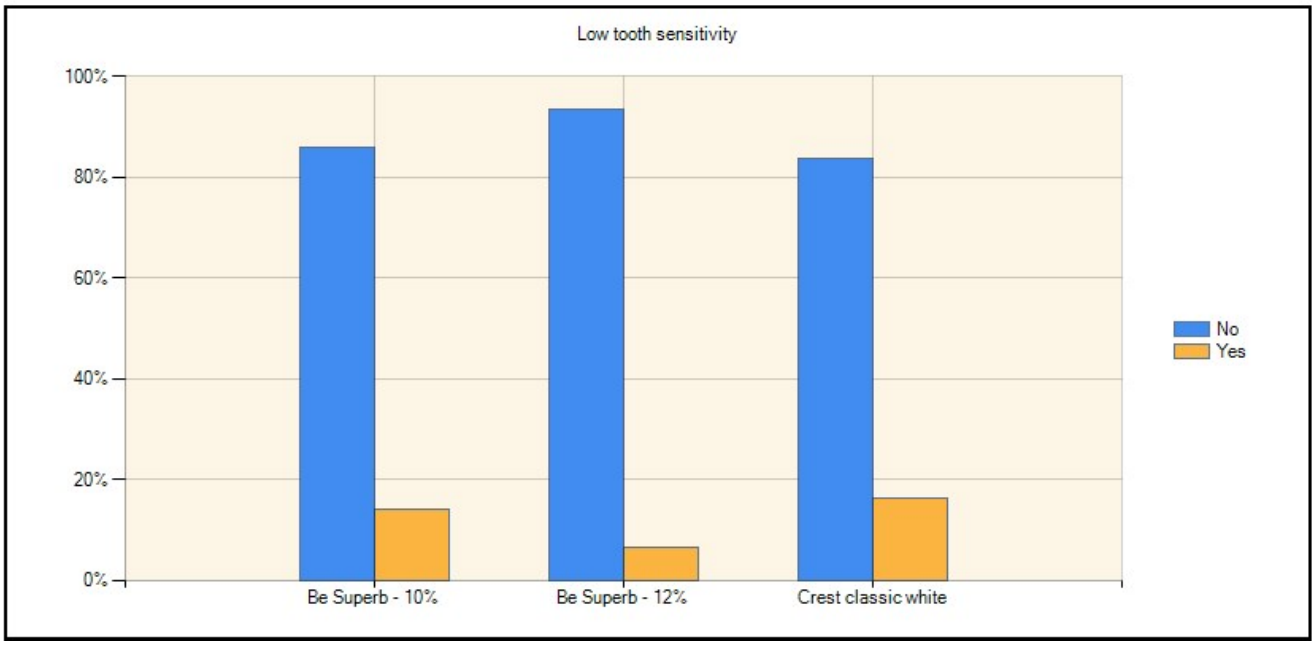
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Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023

High tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	2	1	1	4	2.17	2.33
No	48	45	42	96	97.83	97.67
Total	50	46	43	100%	100%	100%

None of the above	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	36	35	29	72	76.09	67.44
No	14	11	14	28	23.91	32.56
Total	50	46	43	100%	100%	100%

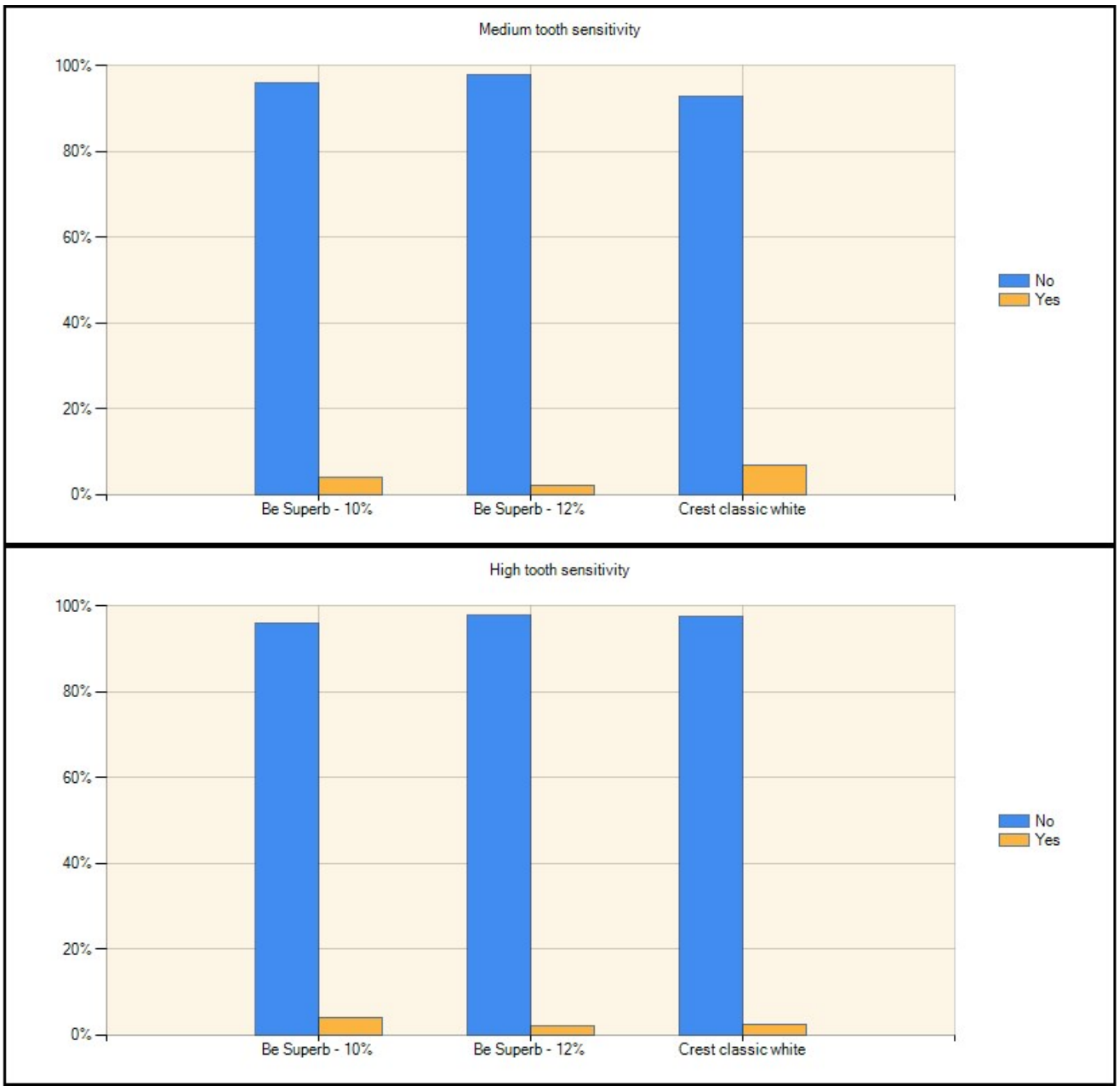


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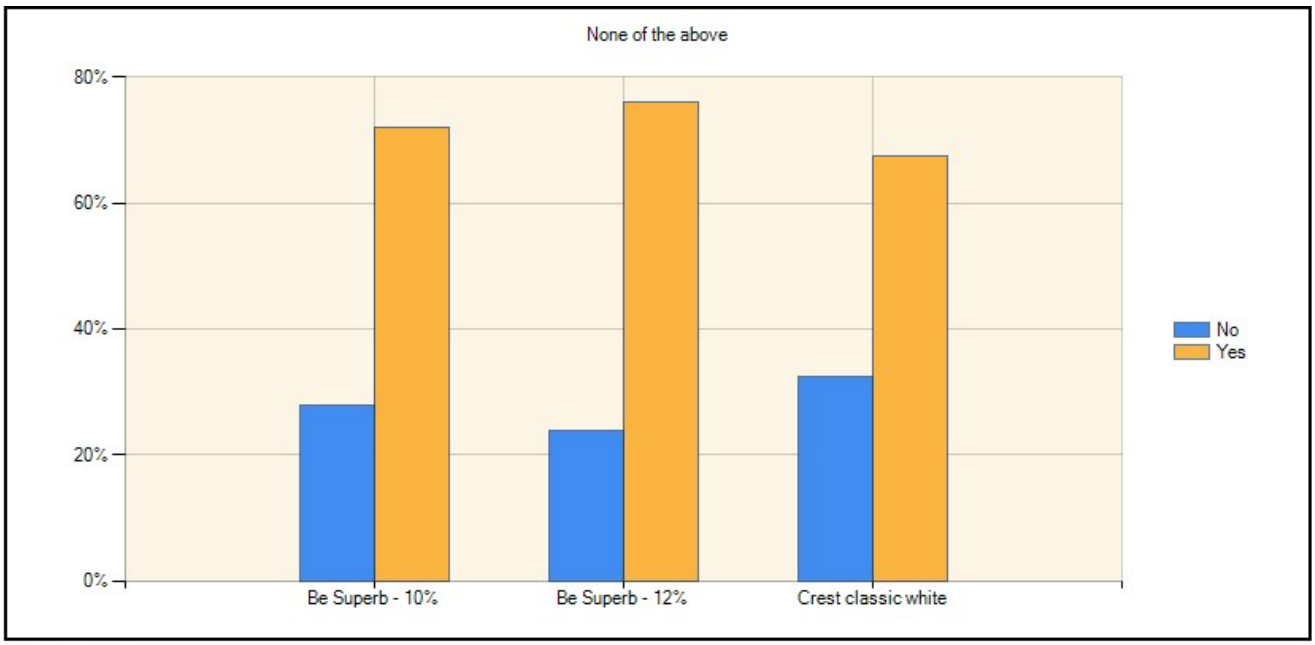
Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023



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Statistics

- Test: Chi-Squared Test
- if p<= 0.05 Then Binominal Test

Low burning of gum/tongue	Chi-Sq=3.9032	p=0.142

Medium burning of gum/tongue	Chi-Sq=0.0239	p=0.9881

High burning of gum/tongue(*)	Chi-Sq=NaN	p=0
Product Codes:Be Superb - 10%, Be Superb - 12%	z=0	p=0
Product Codes:Be Superb - 10%, Crest classic white	z=0	p=0
Product Codes:Be Superb - 12%, Crest classic white	z=0	p=0

Low tooth sensitivity	Chi-Sq=2.199	p=0.333

Medium tooth sensitivity	Chi-Sq=1.2602	p=0.5325

High tooth sensitivity	Chi-Sq=0.3538	p=0.8379

None of the above	Chi-Sq=0.823	p=0.6627

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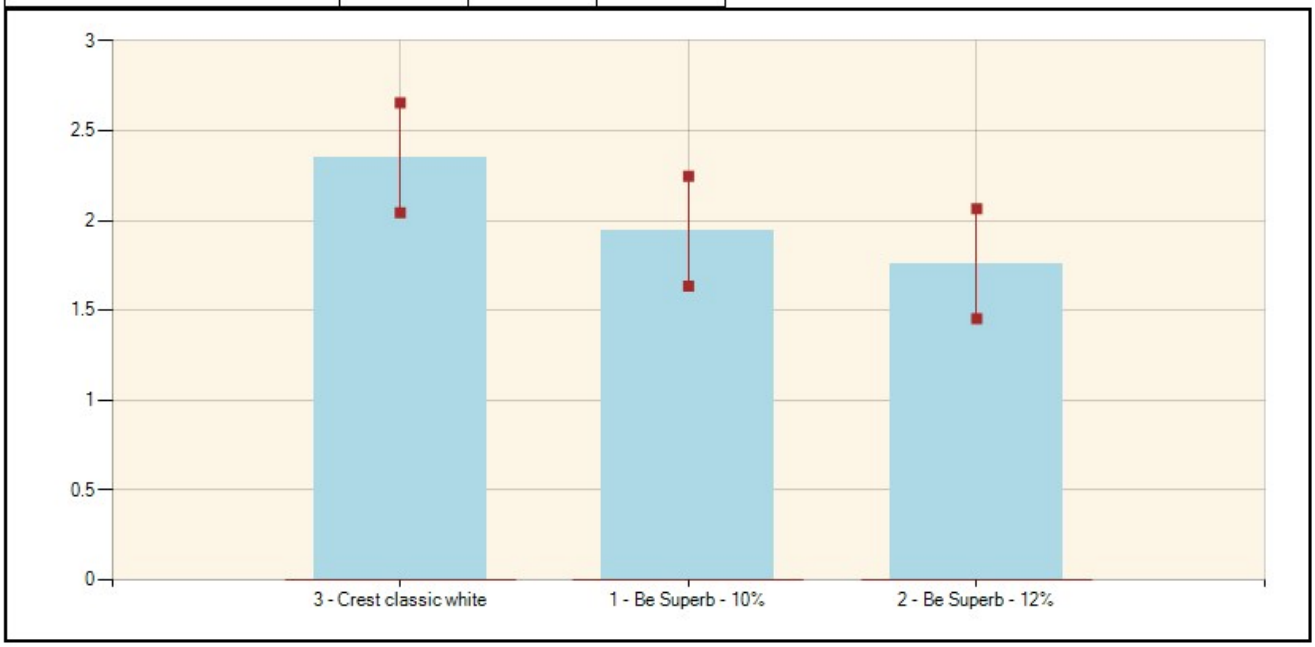
Question 21 Did you experience sensitivity when using this product?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 139

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	29	28	18	58	60.87	41.86
2.(2)	5	7	5	10	15.22	11.63
3. Neither agree nor disagree(3)	7	7	8	14	15.22	18.6
4.(4)	8	2	11	16	4.35	25.58
5. Strongly agree(5)	1	2	1	2	4.35	2.33
Total	50	46	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	1.94	1.76	2.35
Std. Dev.	1.25	1.14	1.33



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	8.0358	4.0179	2.6151	0.0768
Error	136	208.957	1.5364		
Total	138	216.9928			

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Tukey Test

Sample	Mean	Group	N	Std.Err
3 - Crest classic white	2.35	A	43	0.189
1 - Be Superb - 10%	1.94	A	50	0.1753
2 - Be Superb - 12%	1.76	A	46	0.1828

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.6114

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Section 5 Section 5 - Day 7

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Question 22 Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 139

	Shade 1	Shade 2	Shade3	Shade 4	Shade 5	Shade 6	Shade 7	Shade 8	Shade 9	Shade 10	Shade 11	Shade 12	Shade 13	Shade 14	Shade 15	Shade 16	Shade 17	Shade 18	Shade 19	Shade 20	Shade 21	Shade 22	Shade 23	Shade 24	Total
Be Superb - 10%	2.04%	2.04%	6.12%	6.12%	10.2%	12.24%	4.08%	10.2%	6.12%	4.08%	2.04%	2.04%	2.04%	2.04%	2.04%	0%	6.12%	0%	6.12%	4.08%	2.04%	4.08%	0%	4.08%	100%
Be Superb - 12%	6.38%	4.26%	6.38%	2.13%	6.38%	10.64%	6.38%	4.26%	6.38%	8.51%	8.51%	4.26%	4.26%	0%	0%	6.38%	4.26%	2.13%	0%	2.13%	6.38%	0%	0%	0%	100%
Crest classic white	2.33%	2.33%	16.28%	6.98%	6.98%	4.65%	2.33%	9.3%	4.65%	11.63%	4.65%	2.33%	2.33%	0%	2.33%	4.65%	2.33%	4.65%	6.98%	0%	0%	0%	0%	2.33%	100%

Statistics

- Test: Chi-squared Distribution
- There is a significant association between sample and the option selected

Chi-Sq=NaN	p<0.0001

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Question 23 Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Shade 1	Shade 2	Shade3	Shade 4	Shade 5	Shade 6	Shade 7	Shade 8	Shade 9	Shade 10	Shade 11	Shade 12	Shade 13	Shade 14	Shade 15	Shade 16	Shade 17	Shade 18	Shade 19	Shade 20	Shade 21	Shade 22	Shade 23	Shade 24	Total
Be Superb - 10%	2%	2%	6%	6%	4%	10%	10%	6%	8%	2%	4%	2%	2%	4%	4%	2%	6%	2%	4%	6%	0%	4%	2%	2%	100%
Be Superb - 12%	4.26%	4.26%	6.38%	4.26%	10.64%	8.51%	6.38%	6.38%	4.26%	6.38%	6.38%	8.51%	2.13%	0%	2.13%	4.26%	6.38%	2.13%	0%	0%	6.38%	0%	0%	0%	100%
Crest classic white	2.33%	2.33%	13.95%	9.3%	4.65%	6.98%	4.65%	6.98%	0%	13.95%	9.3%	2.33%	2.33%	0%	2.33%	0%	4.65%	4.65%	6.98%	0%	0%	0%	0%	2.33%	100%

Statistics

- Test: Chi-squared Distribution

Chi-Sq=46.8963	p=0.4355

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Question 24 Did you experience any of the following?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

Low burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	8	5	1	16	10.64	2.33
No	42	42	42	84	89.36	97.67
Total	50	47	43	100%	100%	100%

Medium burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	1	0	2	2	0	4.65
No	49	47	41	98	100	95.35
Total	50	47	43	100%	100%	100%

High burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	0	0	0	0	0	0
No	0	0	0	0	0	0
Total	100%	100%	100%			

Low tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	5	3	9	10	6.38	20.93
No	45	44	34	90	93.62	79.07
Total	50	47	43	100%	100%	100%

Medium tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	0	1	3	0	2.13	6.98
No	50	46	40	100	97.87	93.02
Total	50	47	43	100%	100%	100%

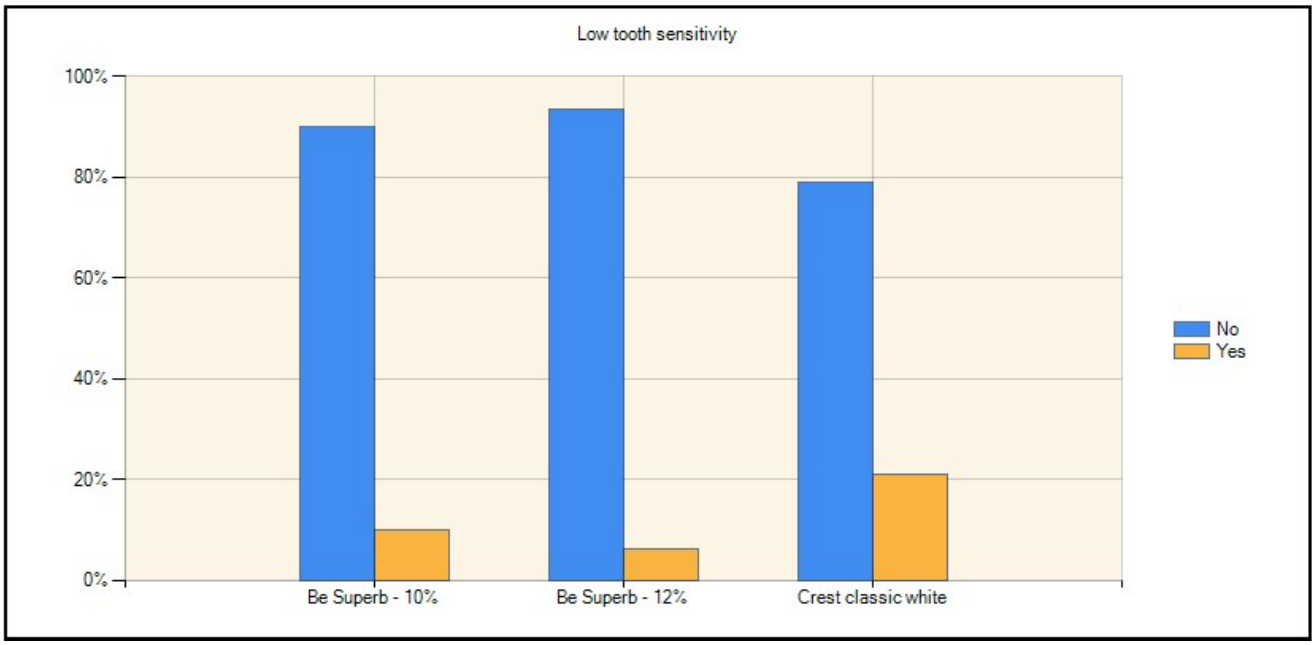
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High tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	1	1	1	2	2.13	2.33
No	49	46	42	98	97.87	97.67
Total	50	47	43	100%	100%	100%

None of the above	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	38	37	28	76	78.72	65.12
No	12	10	15	24	21.28	34.88
Total	50	47	43	100%	100%	100%

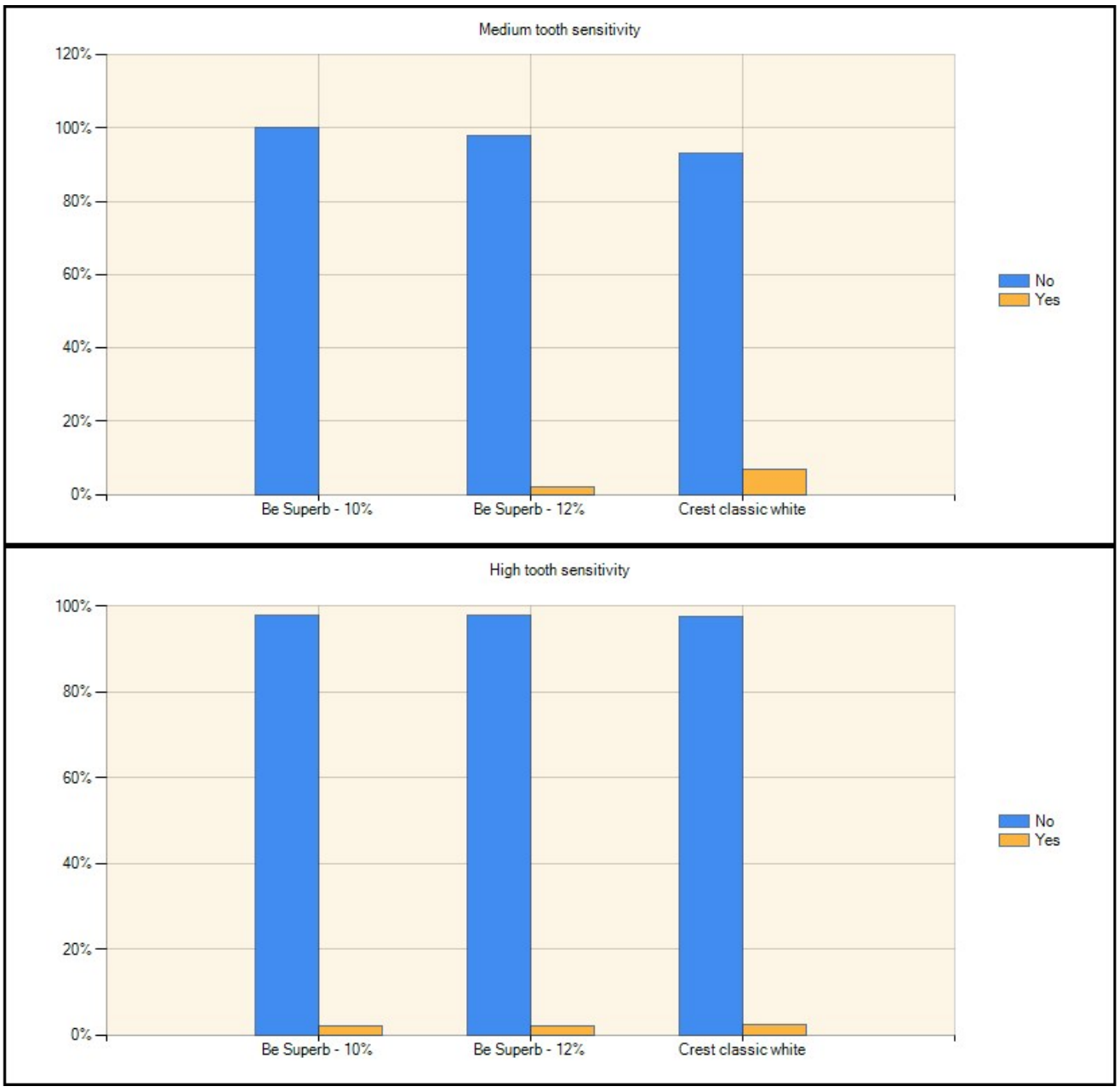


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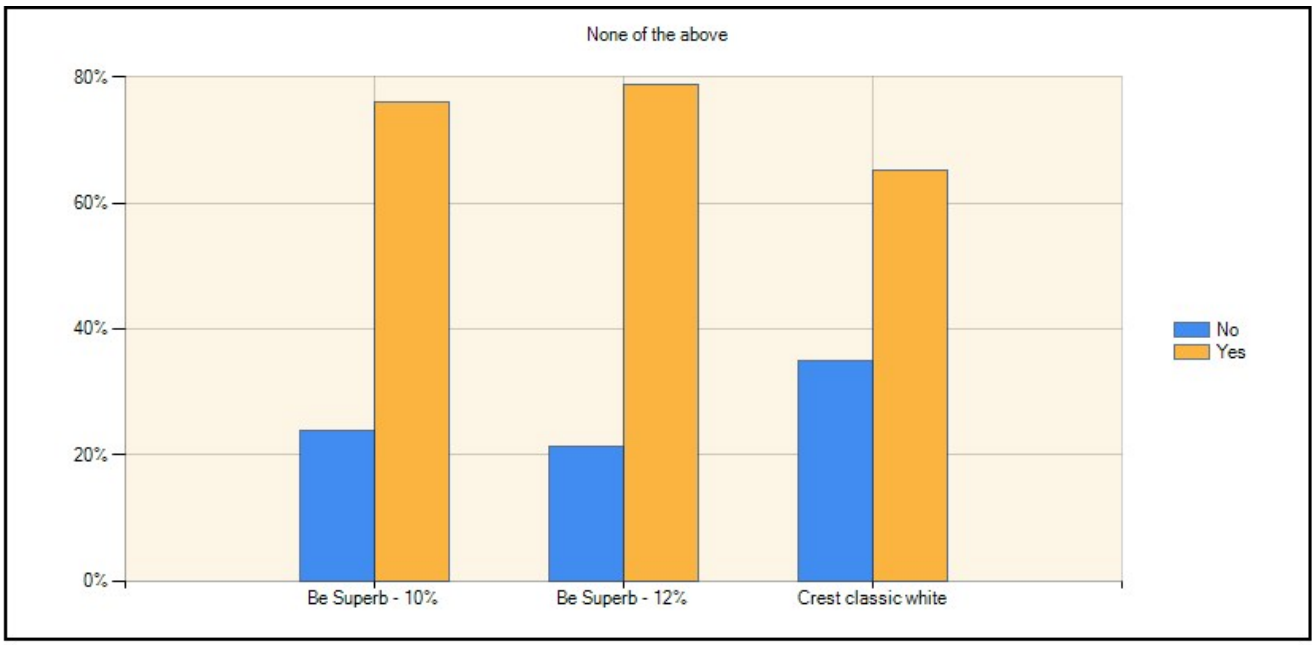
Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023



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Statistics

- Test: Chi-Squared Test
- if p<= 0.05 Then Binominal Test

Low burning of gum/tongue	Chi-Sq=4.8352	p=0.0891

Medium burning of gum/tongue	Chi-Sq=2.3242	p=0.3128

High burning of gum/tongue(*)	Chi-Sq=NaN	p=0
Product Codes:Be Superb - 10%, Be Superb - 12%	z=0	p=0
Product Codes:Be Superb - 10%, Crest classic white	z=0	p=0
Product Codes:Be Superb - 12%, Crest classic white	z=0	p=0

Low tooth sensitivity	Chi-Sq=4.7892	p=0.0912

Medium tooth sensitivity	Chi-Sq=4.19	p=0.1231

High tooth sensitivity	Chi-Sq=0.0118	p=0.9941

None of the above	Chi-Sq=2.3743	p=0.3051

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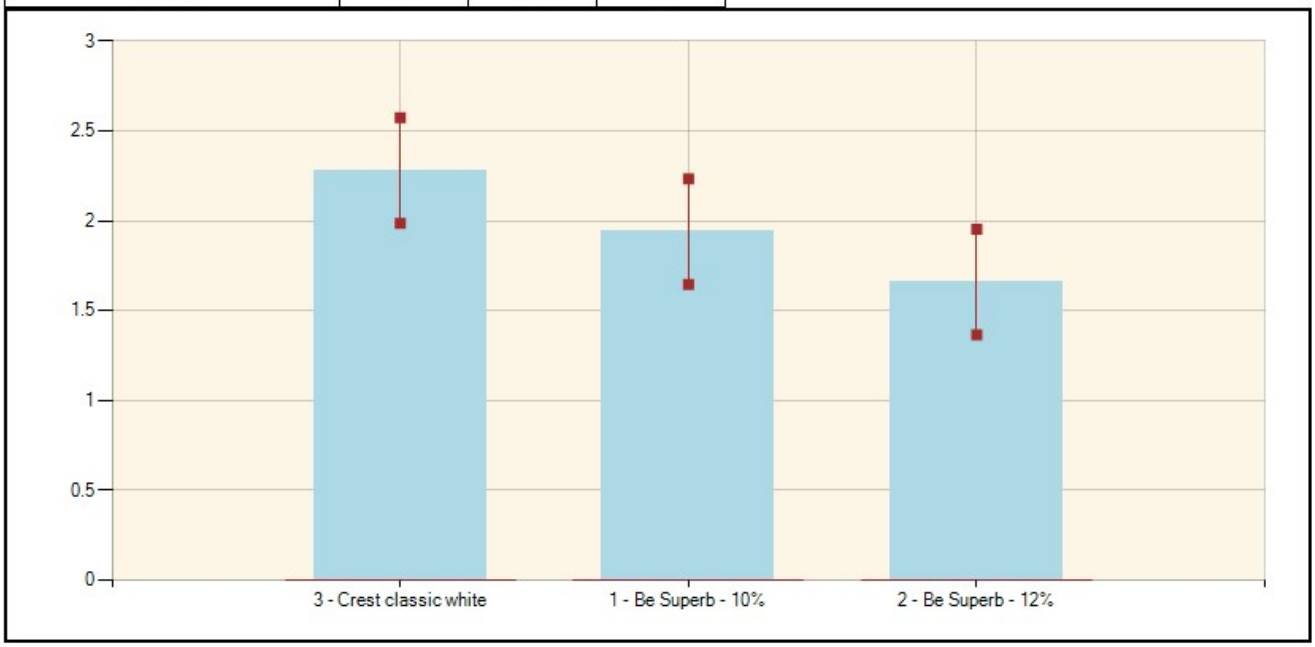
Question 25 Did you experience sensitivity when using this product?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	28	31	20	56	65.96	46.51
2.(2)	5	5	4	10	10.64	9.3
3. Neither agree nor disagree(3)	9	8	7	18	17.02	16.28
4.(4)	8	2	11	16	4.26	25.58
5. Strongly agree(5)	0	1	1	0	2.13	2.33
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	1.94	1.66	2.28
Std. Dev.	1.19	1.05	1.35



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	8.6256	4.3128	3.0142	0.0524
Error	137	196.0244	1.4308		
Total	139	204.65			

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Tukey Test

Sample	Mean	Group	N	Std.Err
3 - Crest classic white	2.28	B	43	0.1824
1 - Be Superb - 10%	1.94	AB	50	0.1692
2 - Be Superb - 12%	1.66	A	47	0.1745

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.5879

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Section 6 Section 6 - Day 10

Please refer to the colour guide provided with your stripsWhen grading teeth shade each time please try to do at same time of day and in same room with as much daylight as possible, brush teeth before testing and avoid coffee, tea or red wine in the 2 hours before shade testing

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Question 26 Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Shade 1	Shade 2	Shade 3	Shade 4	Shade 5	Shade 6	Shade 7	Shade 8	Shade 9	Shade 10	Shade 11	Shade 12	Shade 13	Shade 14	Shade 15	Shade 16	Shade 17	Shade 18	Shade 19	Shade 20	Shade 21	Shade 22	Shade 23	Shade 24	Total
Be Superb - 10%	2%	2%	10^%	4^%	8%	16%	6%	8%	2%	2%	4^%	4^%	0^%	2%	4^%	4^%	2%	2%	6%	4^%	2%	4^%	0^%	2%	100%
Be Superb - 12%	8.51%	6.38%	0^%	8.51%	12.77^%	8.51%	2.13%	10.64^%	6.38%	10.64^%	4.26^%	0^%	4.26^%	0^%	2.13%	2.13%	4.26^%	0^%	4.26^%	0^%	4.26^%	0^%	0^%	0^%	100%
Crest classic white	2.33%	9.3%	9.3%	9.3%	4.65^%	9.3%	2.33%	9.3%	13.95^%	2.33%	2.33%	0^%	2.33%	0^%	6.98%	2.33%	2.33%	2.33%	6.98%	0^%	0^%	0^%	0^%	2.33%	100%

Statistics

- Test: Chi-squared Distribution
- There is a significant association between sample and the option selected

Chi-Sq=NaN	p<0.0001

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Question 27 Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Shade 1	Shade 2	Shade 3	Shade 4	Shade 5	Shade 6	Shade 7	Shade 8	Shade 9	Shade 10	Shade 11	Shade 12	Shade 13	Shade 14	Shade 15	Shade 16	Shade 17	Shade 18	Shade 19	Shade 20	Shade 21	Shade 22	Shade 23	Shade 24	Total
Be Superb - 10%	0%	4%	6~%	6~%	2%	10%	16~%	6~%	4%	0%	10%	2%	2%	2%	4%	6~%	4%	2%	4%	4%	0%	0%	6~%	0%	100%
Be Superb - 12%	6.38~%	6.38~%	2.13%	6.38~%	12.77~%	8.51%	4.26%	6.38~%	10.64%	2.13%	10.64%	0%	6.38~%	0%	2.13%	2.13%	4.26%	2.13%	2.13%	2.13%	0%	2.13%	0%	0%	100%
Crest classic white	2.33%	6.98~%	9.3%	9.3%	4.65%	11.63%	4.65%	4.65%	13.95~%	2.33%	6.98~%	0%	2.33%	0%	2.33%	4.65%	2.33%	2.33%	6.98~%	0%	0%	0%	0%	2.33%	100%

Statistics

- Test: Chi-squared Distribution
- There is a significant association between sample and the option selected

Chi-Sq=NaN	p<0.0001

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Question 28 <span style="font-size:10.0pt;font-family:"Arial",sans-serif;mso-fareast-font-family:Calibri;mso-fareast-theme-font:minor-latin;mso-ansi-language:EN-GB;mso-fareast-language:EN-GB;mso-bidi-language:AR-SA">Did you experienceany of the following?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

1. Low burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	6	7	2	12	14.89	4.65
No	44	40	41	88	85.11	95.35
Total	50	47	43	100%	100%	100%

2. Medium burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	2	0	0	4	0	0
No	48	47	43	96	100	100
Total	50	47	43	100%	100%	100%

3. High burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	0	0	0	0	0	0
No	0	0	0	0	0	0
Total	100%	100%	100%			

4. Low tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	6	1	9	12	2.13	20.93
No	44	46	34	88	97.87	79.07
Total	50	47	43	100%	100%	100%

5. Medium tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	1	1	3	2	2.13	6.98
No	49	46	40	98	97.87	93.02
Total	50	47	43	100%	100%	100%

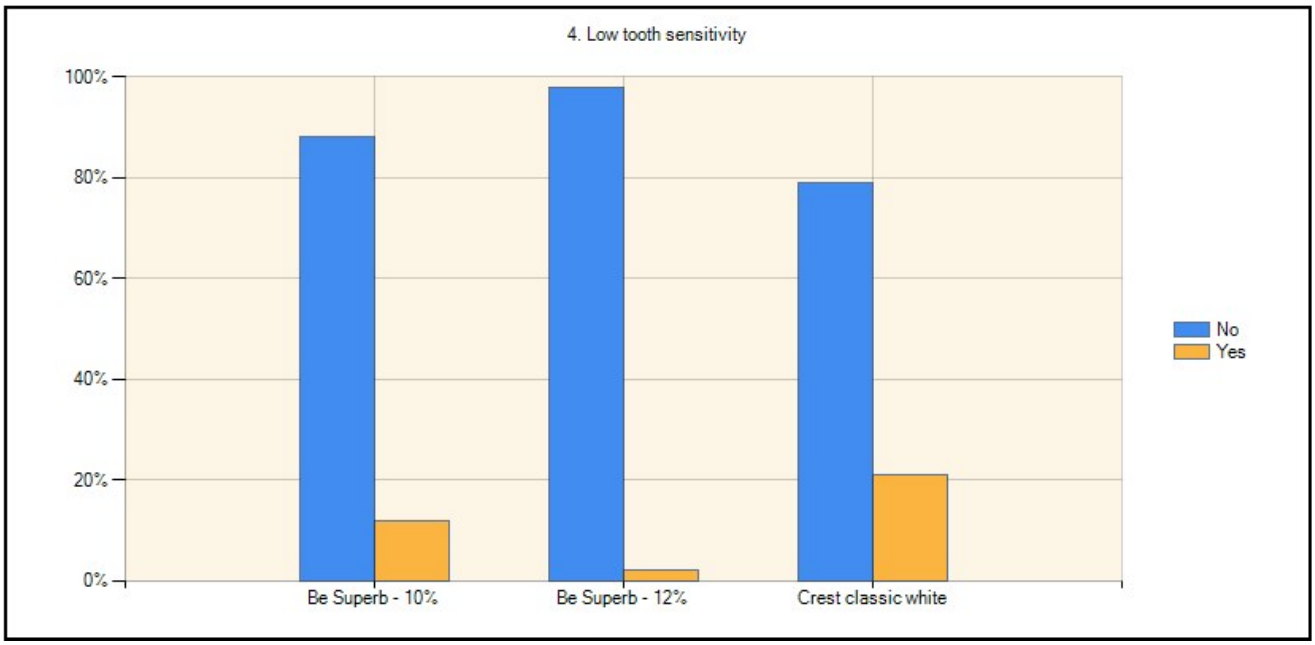
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6. High tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	0	1	1	0	2.13	2.33
No	50	46	42	100	97.87	97.67
Total	50	47	43	100%	100%	100%

7. None of the above	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	37	37	28	74	78.72	65.12
No	13	10	15	26	21.28	34.88
Total	50	47	43	100%	100%	100%

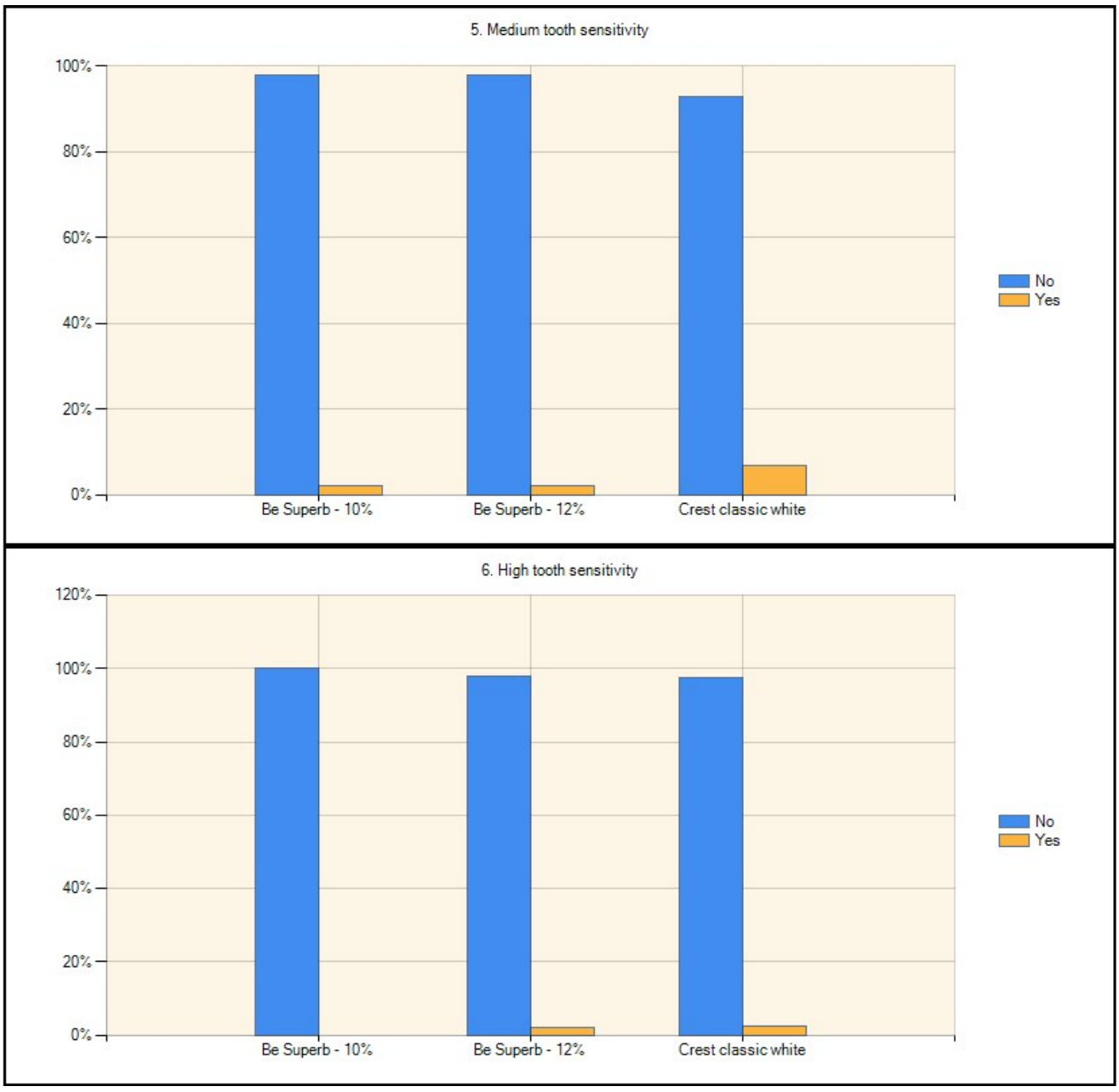


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Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023

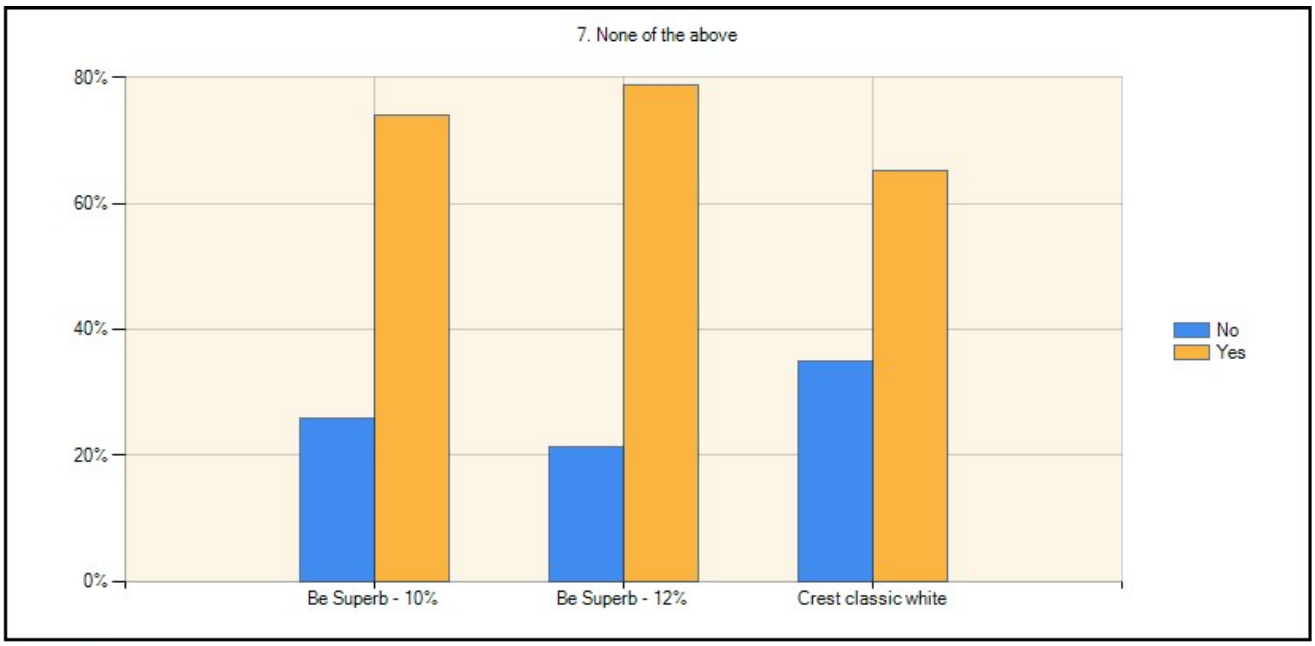


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Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023



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Statistics

- Test: Chi-Squared Test
- if p<= 0.05 Then Binominal Test

1. Low burning of gum/tongue	Chi-Sq=2.597	p=0.2729

2. Medium burning of gum/tongue	Chi-Sq=3.6522	p=0.161

3. High burning of gum/tongue(*)	Chi-Sq=NaN	p=0
Product Codes:Be Superb - 10%, Be Superb - 12%	z=0	p=0
Product Codes:Be Superb - 10%, Crest classic white	z=0	p=0
Product Codes:Be Superb - 12%, Crest classic white	z=0	p=0

4. Low tooth sensitivity(*)	Chi-Sq=7.8679	p=0.0196
Product Codes:Be Superb - 10%, Be Superb - 12%	z=0.3	p=0.0196
Product Codes:Be Superb - 10%, Crest classic white	z=-0.45	p=0.0196
Product Codes:Be Superb - 12%, Crest classic white	z=-0.45	p=0.0196

5. Medium tooth sensitivity	Chi-Sq=2.0909	p=0.3515

6. High tooth sensitivity	Chi-Sq=1.1335	p=0.5674

7. None of the above	Chi-Sq=2.1538	p=0.3406

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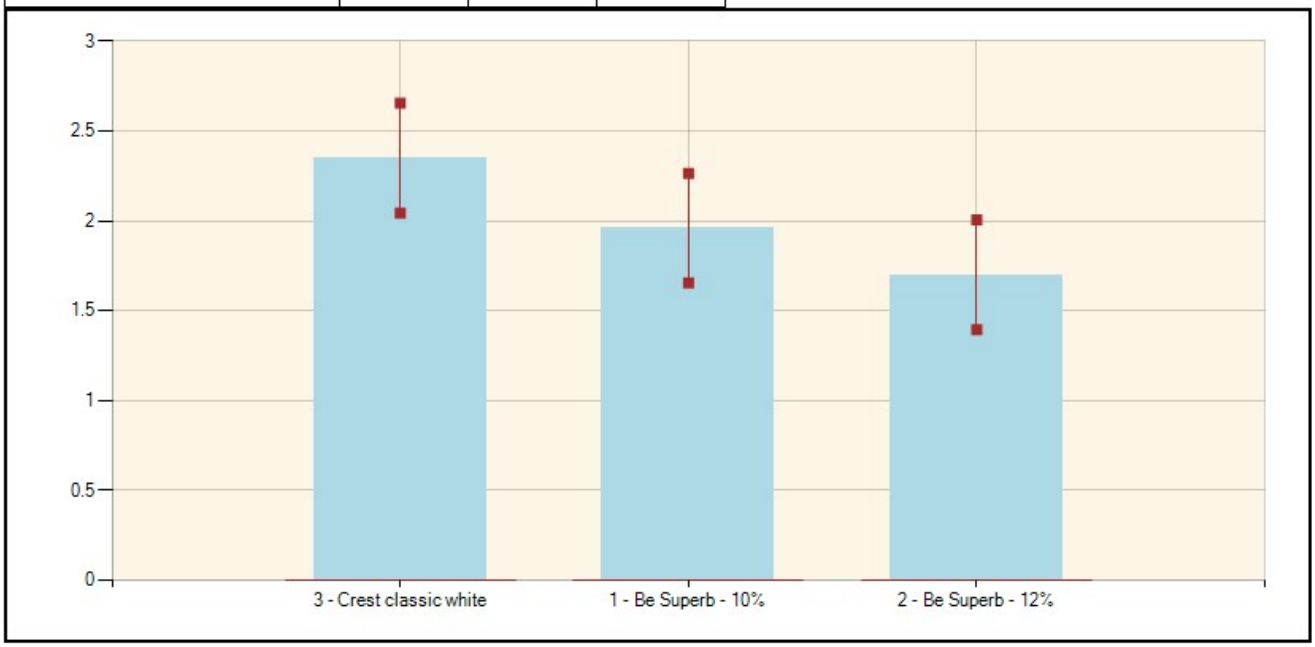
Question 29 Did you experience sensitivity when using this product?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	28	29	19	56	61.7	44.19
2.(2)	7	8	4	14	17.02	9.3
3. Neither agree nor disagree(3)	6	6	8	12	12.77	18.6
4.(4)	7	3	10	14	6.38	23.26
5. Strongly agree(5)	2	1	2	4	2.13	4.65
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	1.96	1.7	2.35
Std. Dev.	1.28	1.06	1.38



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	9.4756	4.7378	3.0687	0.0497
Error	137	211.5172	1.5439		
Total	139	220.9929			

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Tukey Test

Sample	Mean	Group	N	Std.Err
3 - Crest classic white	2.35	B	43	0.1895
1 - Be Superb - 10%	1.96	AB	50	0.1757
2 - Be Superb - 12%	1.7	A	47	0.1812

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.6107

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Section 7 Section 7 - Day 14

Please refer to the colour guide provided with your strips. When grading teeth shade each time please try to do at same time of day and in same room with as much daylight as possible, brush teeth before testing and avoid coffee, tea or red wine in the 2 hours before shade testing.

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Question 30 Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Shade 1	Shade 2	Shade3	Shade 4	Shade 5	Shade 6	Shade 7	Shade 8	Shade 9	Shade 10	Shade 11	Shade 12	Shade 13	Shade 14	Shade 15	Shade 16	Shade 17	Shade 18	Shade 19	Shade 20	Shade 21	Shade 22	Shade 23	Shade 24	Total
Be Superb - 10%	2%	4%	6%	10%	6%	16%	6%	6%	0%	2%	6%	4%	2%	2%	2%	6%	4%	4%	2%	4%	4%	0%	2%	0%	100%
Be Superb - 12%	8.51%	6.38%	8.51%	4.26%	10.64%	10.64%	6.38%	8.51%	2.13%	2.13%	10.64%	4.26%	0%	2.13%	2.13%	4.26%	2.13%	2.13%	0%	2.13%	2.13%	0%	0%	0%	100%
Crest classic white	4.65%	6.98%	16.28%	2.33%	6.98%	6.98%	6.98%	6.98%	6.98%	4.65%	2.33%	2.33%	2.33%	9.3%	0%	2.33%	2.33%	2.33%	4.65%	0%	0%	0%	2.33%	0%	100%

Statistics

- Test: Chi-squared Distribution
- There is a significant association between sample and the option selected

Chi-Sq=NaN	p<0.0001

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Question 31 Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Shade 1	Shade 2	Shade3	Shade 4	Shade 5	Shade 6	Shade 7	Shade 8	Shade 9	Shade 10	Shade 11	Shade 12	Shade 13	Shade 14	Shade 15	Shade 16	Shade 17	Shade 18	Shade 19	Shade 20	Shade 21	Shade 22	Shade 23	Shade 24	Total
Be Superb - 10%	2~%	2~%	8~%	6~%	8~%	12%	8~%	4%	2~%	2~%	6~%	2~%	4%	2~%	4%	6~%	6~%	2~%	2~%	8~%	2~%	0%	0%	2~%	100%
Be Superb - 12%	6.38~%	8.51~%	4.26%	8.51~%	10.64%	8.51~%	10.64%	2.13~%	4.26%	2.13~%	10.64%	4.26%	4.26%	0%	2.13~%	4.26%	0%	8.51~%	0%	0%	0%	0%	0%	0%	100%
Crest classic white	2.33~%	9.3~%	13.95%	2.33~%	6.98~%	9.3~%	4.65%	6.98~%	9.3~%	6.98~%	6.98~%	0%	2.33~%	2.33~%	2.33~%	0%	2.33~%	4.65%	4.65%	0%	0%	0%	2.33~%	0%	100%

Statistics

- Test: Chi-squared Distribution
- There is a significant association between sample and the option selected

Chi-Sq=NaN	p<0.0001

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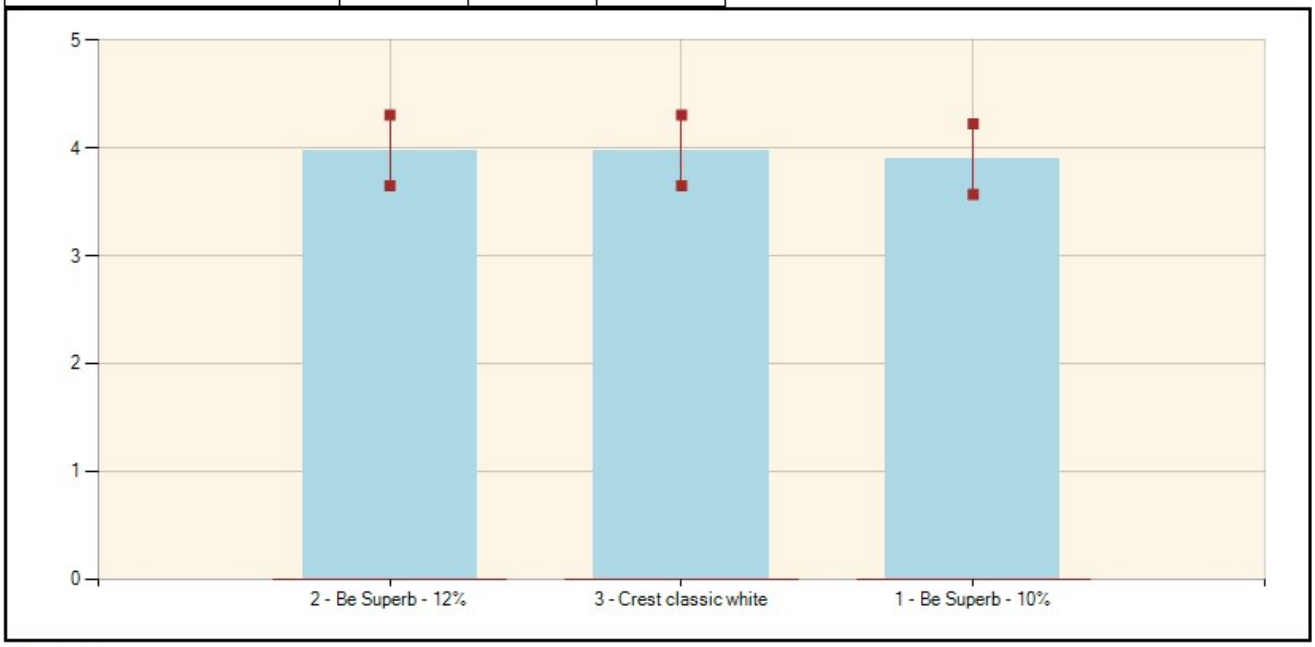
Question 32 The strips are easy to apply - Top teeth

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	5	3	5	10	6.38	11.63
2.(2)	3	6	2	6	12.77	4.65
4. Neither agree nor disagree(3)	5	4	5	10	8.51	11.63
4.(4)	16	10	8	32	21.28	18.6
5. Strongly agree(5)	21	24	23	42	51.06	53.49
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	3.9	3.98	3.98
Std. Dev.	1.3	1.31	1.39



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	0.1945	0.0973	0.055	0.9465
Error	137	242.4555	1.7697		
Total	139	242.65			

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Somerset, BA4 4QP
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Tukey Test

Sample	Mean	Group	N	Std.Err
2 - Be Superb - 12%	3.98	A	47	0.194
3 - Crest classic white	3.98	A	43	0.2029
1 - Be Superb - 10%	3.9	A	50	0.1881

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.6538

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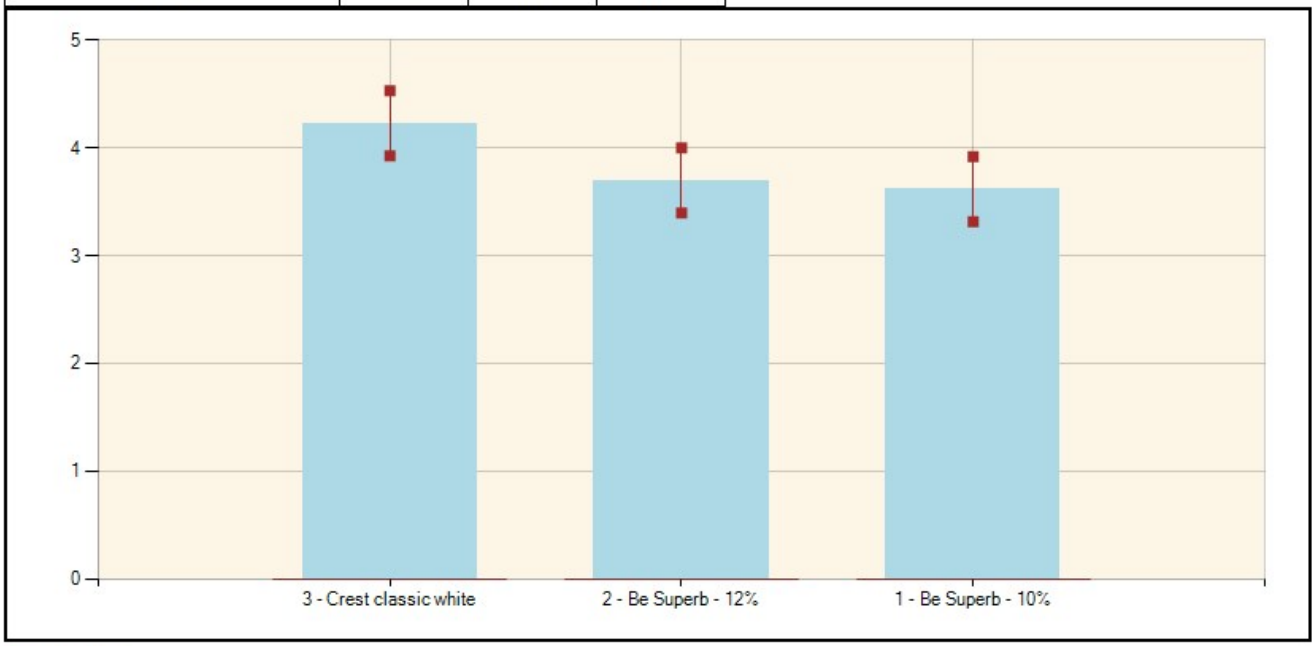
Question 33 The strips are easy to apply - Bottom teeth

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	6	4	0	12	8.51	0
2.(2)	6	7	1	12	14.89	2.33
4. Neither agree nor disagree(3)	6	6	7	12	12.77	16.28
4.(4)	15	12	16	30	25.53	37.21
5. Strongly agree(5)	17	18	19	34	38.3	44.19
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	3.62	3.7	4.23
Std. Dev.	1.38	1.35	0.81



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	9.9372	4.9686	3.3159	0.0392
Error	137	205.2842	1.4984		
Total	139	215.2214			

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Tukey Test

Sample	Mean	Group	N	Std.Err
3 - Crest classic white	4.23	B	43	0.1867
2 - Be Superb - 12%	3.7	AB	47	0.1786
1 - Be Superb - 10%	3.62	A	50	0.1731

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.6016

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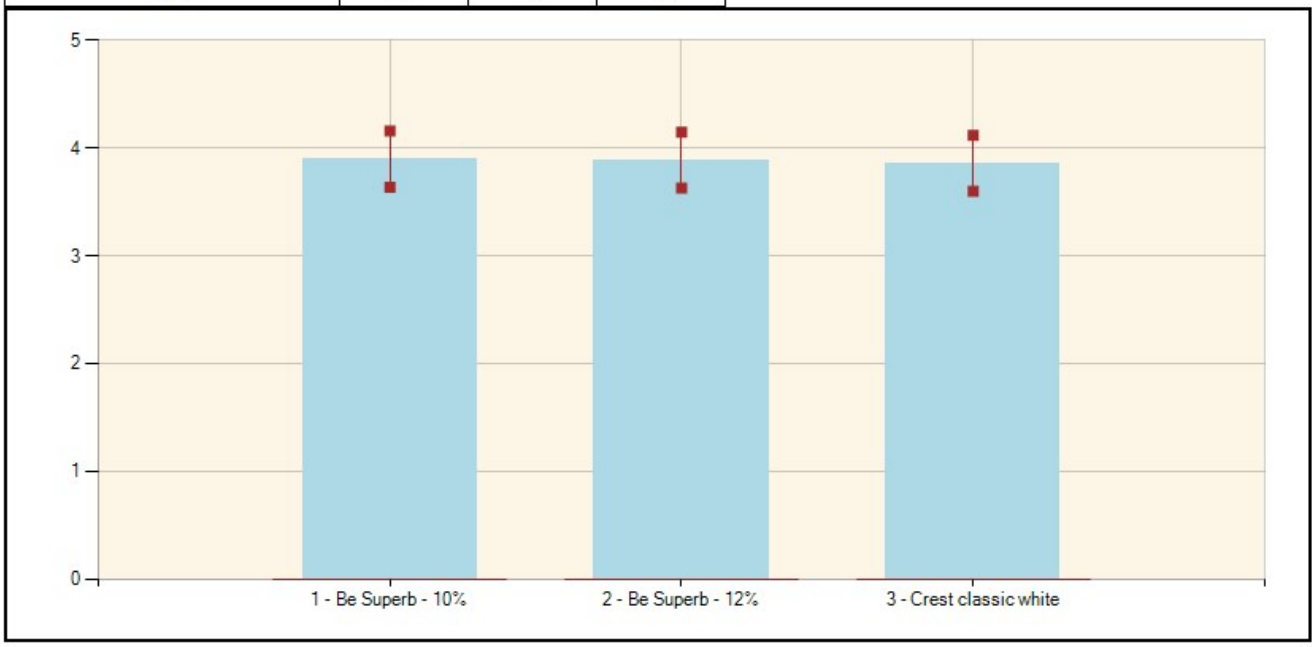
Question 34 The taste of the strips is pleasant

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	2	2	0	4	4.26	0
2.(2)	6	2	2	12	4.26	4.65
4. Neither agree nor disagree(3)	7	11	14	14	23.4	32.56
4.(4)	15	16	15	30	34.04	34.88
5. Strongly agree(5)	20	16	12	40	34.04	27.91
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	3.9	3.89	3.86
Std. Dev.	1.18	1.07	0.89



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	0.0406	0.0203	0.018	0.9821
Error	137	154.1309	1.125		
Total	139	154.1714			

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Tukey Test

Sample	Mean	Group	N	Std.Err
1 - Be Superb - 10%	3.9	A	50	0.15
2 - Be Superb - 12%	3.89	A	47	0.1547
3 - Crest classic white	3.86	A	43	0.1618

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.5213

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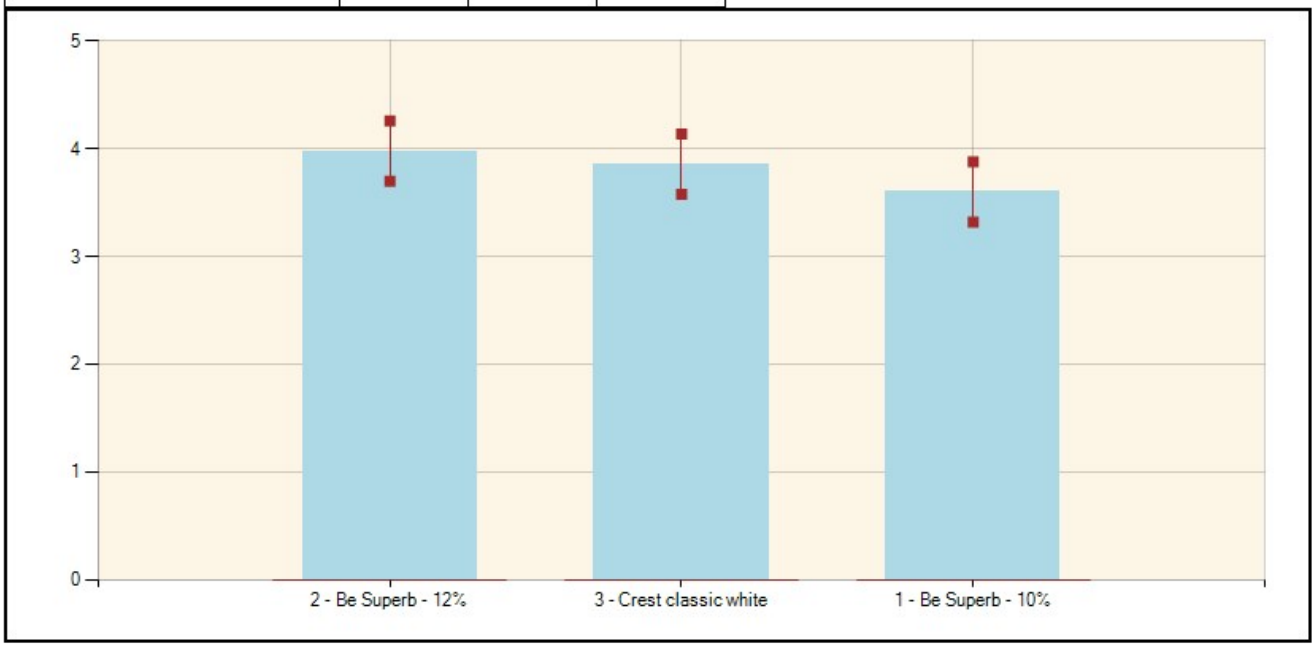
Question 35 The texture of the strips while dissolving is pleasant

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	6	2	0	12	4.26	0
2.(2)	5	3	3	10	6.38	6.98
3. Neither agree nor disagree(3)	8	6	12	16	12.77	27.91
4.(4)	15	19	16	30	40.43	37.21
5. Strongly agree(5)	16	17	12	32	36.17	27.91
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	3.6	3.98	3.86
Std. Dev.	1.36	1.07	0.91



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	3.6513	1.8257	1.404	0.2491
Error	137	178.1415	1.3003		
Total	139	181.7929			

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Tukey Test

Sample	Mean	Group	N	Std.Err
2 - Be Superb - 12%	3.98	A	47	0.1663
3 - Crest classic white	3.86	A	43	0.1739
1 - Be Superb - 10%	3.6	A	50	0.1613

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.5604

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Question 36 Did you experience any of the following?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

Low burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	8	7	4	16	14.89	9.3
No	42	40	39	84	85.11	90.7
Total	50	47	43	100%	100%	100%

Medium burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	2	1	1	4	2.13	2.33
No	48	46	42	96	97.87	97.67
Total	50	47	43	100%	100%	100%

High burning of gum/tongue	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	0	1	0	0	2.13	0
No	50	46	43	100	97.87	100
Total	50	47	43	100%	100%	100%

Low tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	8	3	9	16	6.38	20.93
No	42	44	34	84	93.62	79.07
Total	50	47	43	100%	100%	100%

Medium tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	2	0	2	4	0	4.65
No	48	47	41	96	100	95.35
Total	50	47	43	100%	100%	100%

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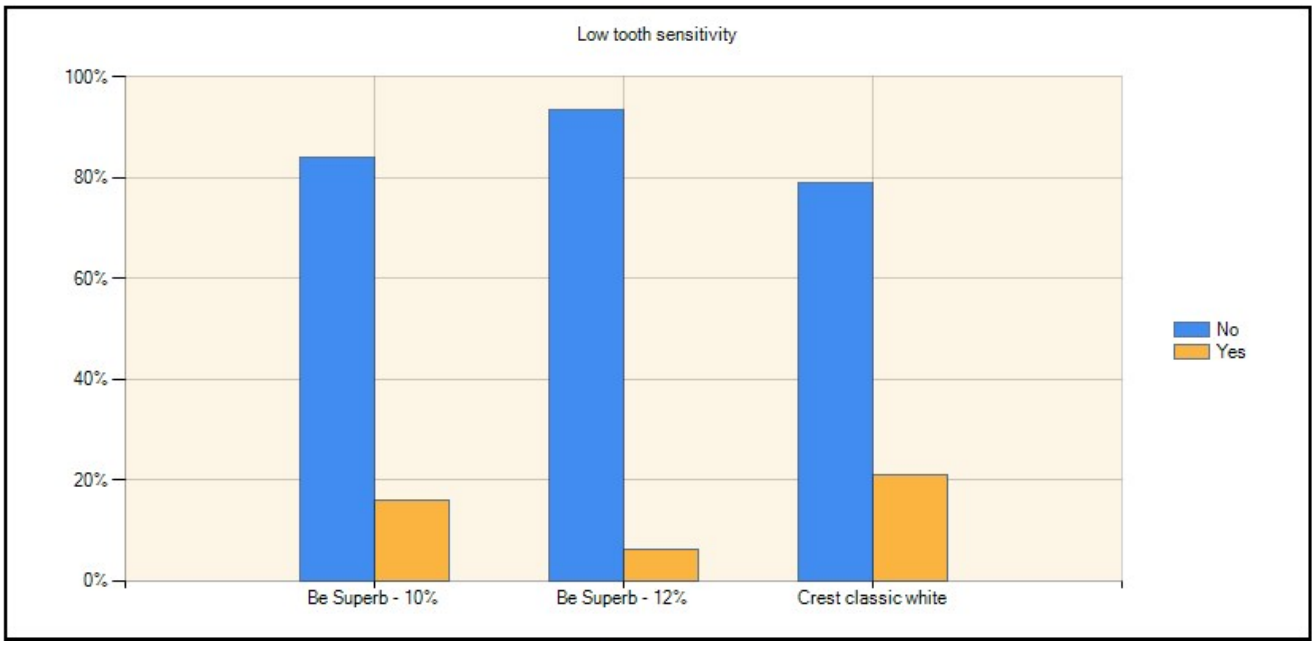
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Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023

High tooth sensitivity	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	0	1	1	0	2.13	2.33
No	50	46	42	100	97.87	97.67
Total	50	47	43	100%	100%	100%

None of the above	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
Yes	34	36	28	68	76.6	65.12
No	16	11	15	32	23.4	34.88
Total	50	47	43	100%	100%	100%

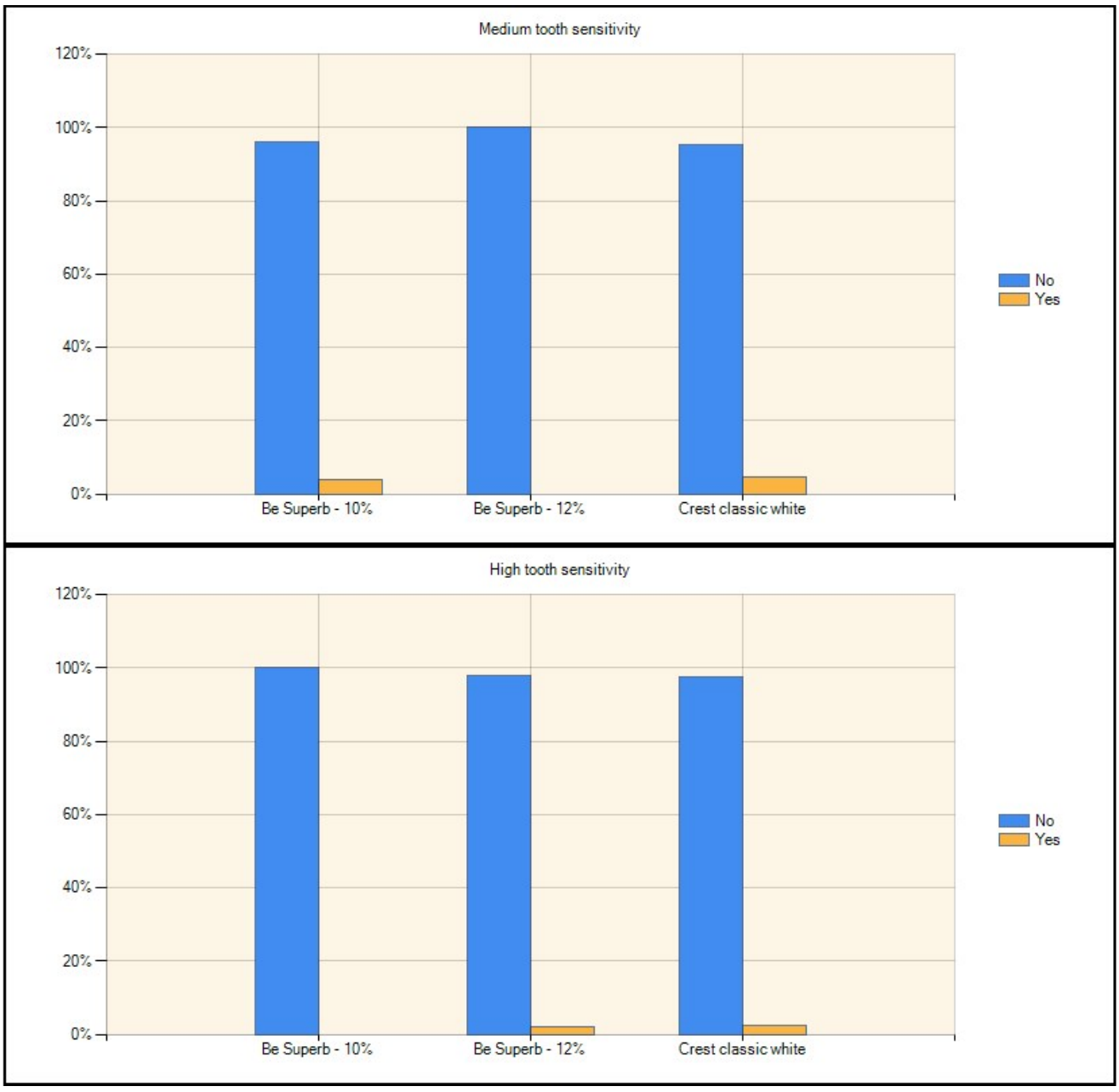


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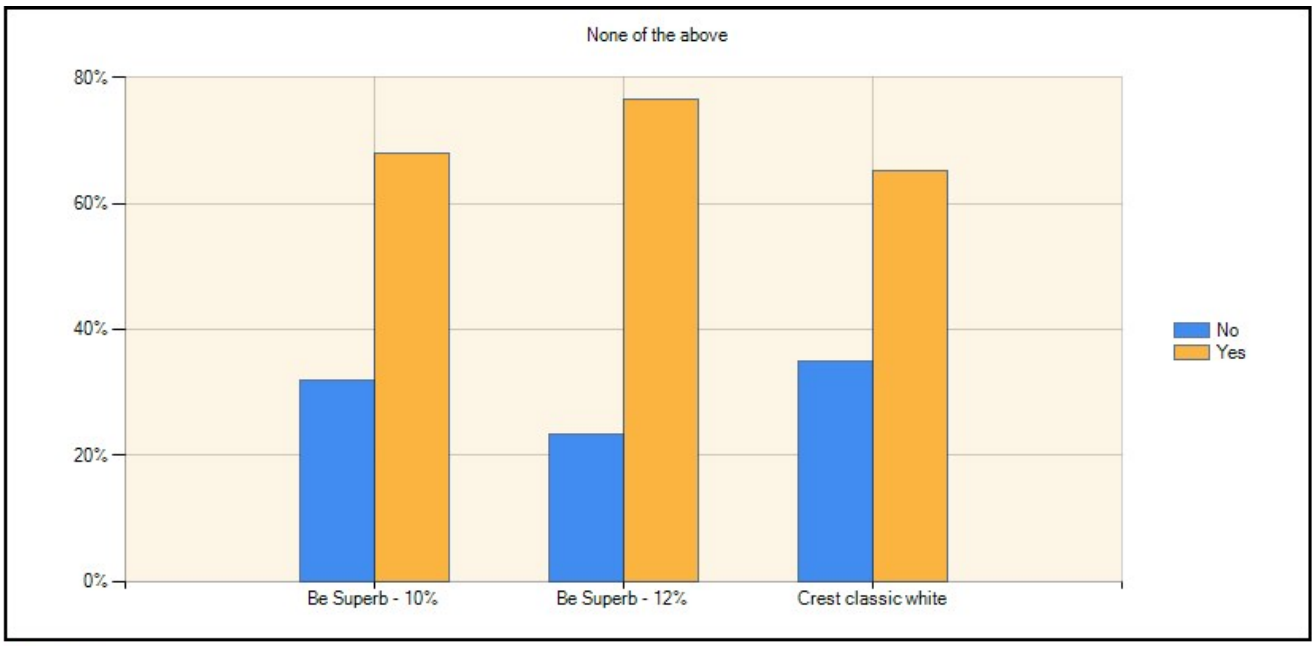
Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023



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Statistics

- Test: Chi-Squared Test
- if p<= 0.05 Then Binominal Test

Low burning of gum/tongue	Chi-Sq=0.9896	p=0.6097
Medium burning of gum/tongue	Chi-Sq=0.3692	p=0.8314
High burning of gum/tongue	Chi-Sq=1.993	p=0.3692
Low tooth sensitivity	Chi-Sq=4.0676	p=0.1308
Medium tooth sensitivity	Chi-Sq=2.1163	p=0.3471
High tooth sensitivity	Chi-Sq=1.1335	p=0.5674
None of the above	Chi-Sq=1.5573	p=0.459

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Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
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Date of Report: 12/05/2023

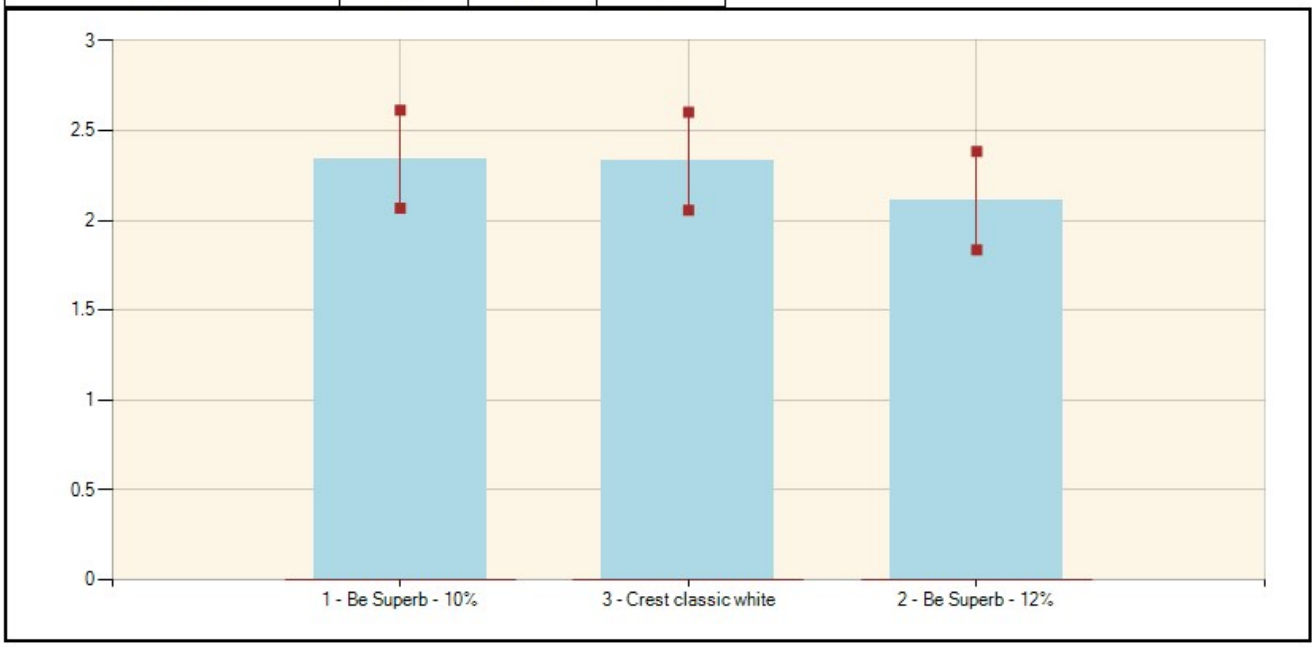
Question 37 Did you have any residue left on your teeth after your session?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. None(1)	17	14	10	34	29.79	23.26
2.(2)	13	20	15	26	42.55	34.88
3.(3)	9	8	13	18	17.02	30.23
4.(4)	8	4	4	16	8.51	9.3
5. A lot(5)	3	1	1	6	2.13	2.33
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	2.34	2.11	2.33
Std. Dev.	1.27	1.01	1.02



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	1.6129	0.8065	0.6533	0.522
Error	137	169.1299	1.2345		
Total	139	170.7429			

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Tukey Test

Sample	Mean	Group	N	Std.Err
1 - Be Superb - 10%	2.34	A	50	0.1571
3 - Crest classic white	2.33	A	43	0.1694
2 - Be Superb - 12%	2.11	A	47	0.1621

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.5461

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Question 38 Did you experience sensitivity when using this product?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Yes	No	Other	Total
Be Superb - 10%	24%	76%	0%	100%
Be Superb - 12%	8.51*%	91.49%	0%	100%
Crest classic white	30.23*%	69.77%	0%	100%

Statistics

- Test: Chi-squared Distribution
- There is a significant association between sample and the option selected

Chi-Sq=NaN	p<0.0001

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Question 39 If yes, when?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 29

	1. Day 1-2	2. Day 3-4	3. Day 5-6	4. Day 7-8	5. Day 9-10	6. Day 11-14	Total
Be Superb - 10%	41.67%	0*%	0*%	33.33%	16.67*%	8.33%	100%
Be Superb - 12%	25%	0*%	50*%	25%	0*%	0*%	100%
Crest classic white	30.77%	53.85*%	7.69%	0*%	0*%	7.69%	100%

Statistics

- Test: Chi-squared Distribution
- There is a significant association between sample and the option selected

Chi-Sq=23.7019	p=0.0084

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Question 40 Compared to other whitening products, how would you describe your sensitivity?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	1. Less	2.	3. Neither agree nor disagree	4.	5. Strongly agree	I do not experience tooth sensitivity	I have never used teeth whitening products before	Total
Be Superb - 10%	30%	10%	6%	6%	2%	34%	12%	100%
Be Superb - 12%	42.55%	6.38%	12.77%	4.26%	2.13%	29.79%	2.13%	100%
Crest classic white	37.21%	13.95%	9.3%	0%	0%	25.58%	13.95%	100%

Statistics

- Test: Chi-squared Distribution

Chi-Sq=11.3984	p=0.4951

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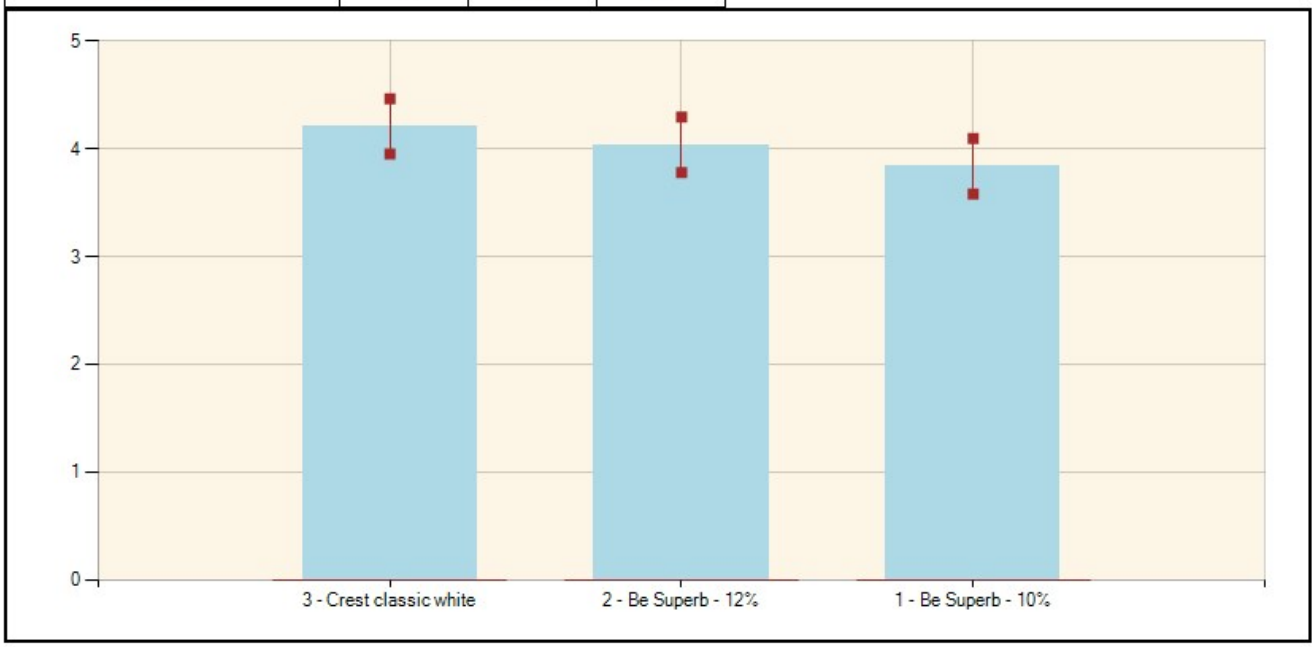
Question 41 At the end of the study, my teeth appear noticeably whiter?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	3	2	0	6	4.26	0
2.(2)	4	4	0	8	8.51	0
3. Neither agree nor disagree(3)	10	4	7	20	8.51	16.28
4.(4)	14	17	20	28	36.17	46.51
5. Strongly agree(5)	19	20	16	38	42.55	37.21
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	3.84	4.04	4.21
Std. Dev.	1.2	1.12	0.71



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	3.1845	1.5923	1.4567	0.2366
Error	137	149.7512	1.0931		
Total	139	152.9357			

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Tukey Test

Sample	Mean	Group	N	Std.Err
3 - Crest classic white	4.21	A	43	0.1594
2 - Be Superb - 12%	4.04	A	47	0.1525
1 - Be Superb - 10%	3.84	A	50	0.1479

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.5138

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Question 42 At any point in the study, did your friends/family comment on your teeth appearing noticeably whiter?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Yes	No	Other	Total
Be Superb - 10%	42%	58%	0%	100%
Be Superb - 12%	44.68%	55.32*%	0%	100%
Crest classic white	60.47*%	39.53*%	0%	100%

Statistics

- Test: Chi-squared Distribution
- There is a significant association between sample and the option selected

Chi-Sq=NaN	p<0.0001

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Question 43 If yes, could you please note after how many treatments?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 68

Respondents Answers

Be Superb - 10%	Be Superb - 12%	Crest classic white
		After the third one, my friends noticed that my teeth appeared whiter and commented on it.
	3	
	Three	
		second to last treatment
		It was after about three or four
		7
		4
		After 1 week
		6
	After 5 treatment	
3		
		10
	Love this product just the taste and gooey feel after it dissolves is weird overall my teeth are super white	
		After 3 treatments
After about a week my mom commented on them.		
		6
		After about a week, my family noticed that my teeth appeared whiter.
I received compliments after the third treatment.		
Most noticeably after the 4th day		
		20
	After about 6 treatments	
8 treatments . Great product.		
Day 7		
After the first 3 treatments		
		On day 6
		4 treatments
		8
After using this strip whitener for 7 straight days my tooth improves it's colors. It whitened up and my family and friends notice it.		

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		6
About 4		
		After Day 7.
	People I work with started commenting on my white teeth by about day 5. Now I get lots of compliments and my teeth are noticeably whiter. I am very confident when I smile now.	
	After 2 treatments everybody noticed a difference	
	Na	
After four treatments my teeth looks amazing		
After the first week it was noticiable		
2		
		3
		3
		4-5
3		
	2 treatments	
	5	
		8
		My husband noticed within 7 days. He said "wow your smile looks beautiful!" So I smiled at him and he said "I see why, your teeth are so much whiter today for some reason!"
5		
	By the fourth treatment my husband told me he could already see a difference	
		My husband told me my teeth look whiter than usual.
	I noticed instantly after the second treatment my teeth were noticeably whiter! I got a bunch of compliments from my friends and family and not to mention the booster confidence that I got	
	3	
	After using the whitening strips for 4 consecutive days, I received multi comments about my "pearly whites".	
	After 5 treatments	
	9	
I noticed after first use,friends and familynafter 3rd use		
		5
	After my 4th full day of treatments, on the 5th morning my husband said my teeth looked like they were glowing they were so white!	

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5		
After about ten treatments		
	N-A	
	I noticed a noticeable difference in the shade of my teeth after about 7 days	
By day 8 my husband noticed that my teeth were lighter than before I used the product		
	2	
Just asked if I was using new toothpaste My teeth were amazing.		
After the 6th day my husband said he noticed my teeth were whiter.		
		I would say after 4-5 treatments, my teeth were visibly whiter and I actually received a few compliments.
		6
3 treatments		
	Just after the first treatment you can tell my teeth were whiter and everybody noticed too.	

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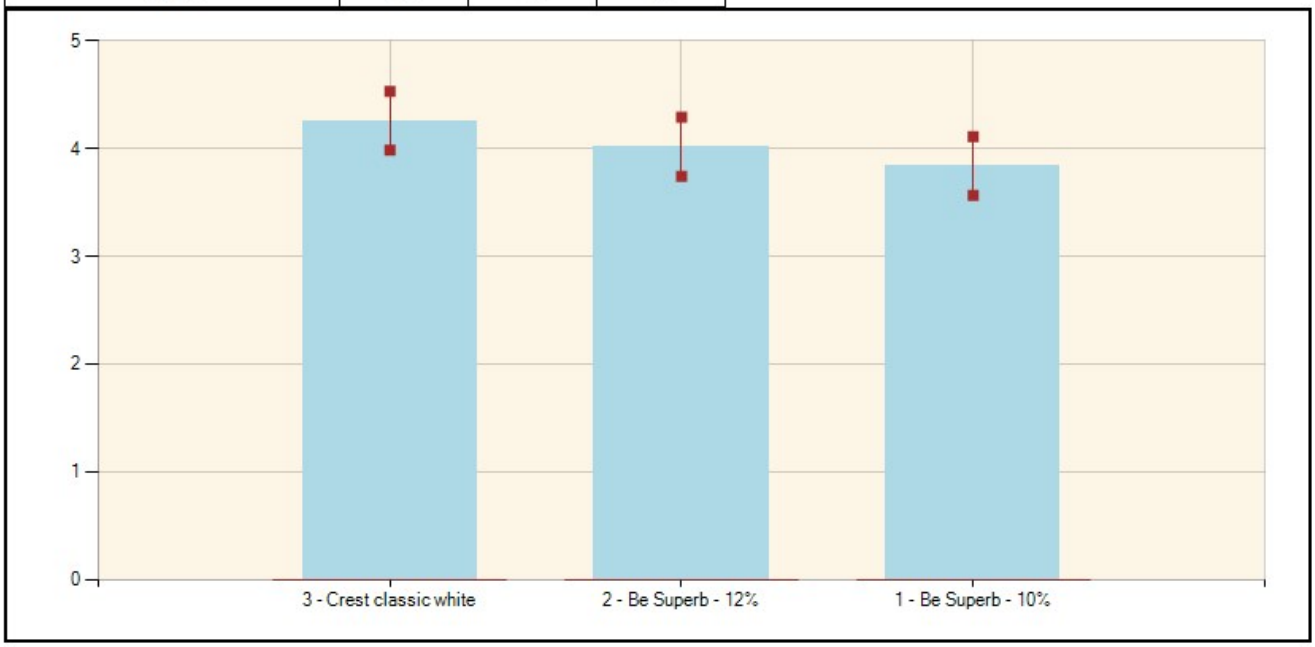
Question 44 My teeth are whiter as a result of using the product

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	4	4	0	8	8.51	0
2.(2)	3	2	0	6	4.26	0
3. Neither agree nor disagree(3)	11	5	6	22	10.64	13.95
4.(4)	11	14	20	22	29.79	46.51
5. Strongly agree(5)	21	22	17	42	46.81	39.53
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	3.84	4.02	4.26
Std. Dev.	1.27	1.24	0.69



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	4.0009	2.0005	1.6132	0.203
Error	137	169.8848	1.24		
Total	139	173.8857			

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Tukey Test

Sample	Mean	Group	N	Std.Err
3 - Crest classic white	4.26	A	43	0.1698
2 - Be Superb - 12%	4.02	A	47	0.1624
1 - Be Superb - 10%	3.84	A	50	0.1575

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.5473

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Question 45 How many years of stains did it appear were removed from your teeth?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	No difference	1 year	5 years	10 years	15 years	20 years	Total
Be Superb - 10%	22%	32%	34%	10%	2%	0%	100%
Be Superb - 12%	14.89%	29.79%	40.43%	6.38%	4.26%	4.26%	100%
Crest classic white	9.3%	34.88%	39.53%	11.63%	2.33%	2.33%	100%

Statistics

- Test: Chi-squared Distribution

Chi-Sq=6.1522	p=0.8023

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Question 46 Would you use this product again?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Yes	No	Total
Be Superb - 10%	80%	20%	100%
Be Superb - 12%	82.98%	17.02%	100%
Crest classic white	90.7%	9.3%	100%

Statistics

- Test: Chi-squared Distribution

Chi-Sq=2.0887	p=0.3519

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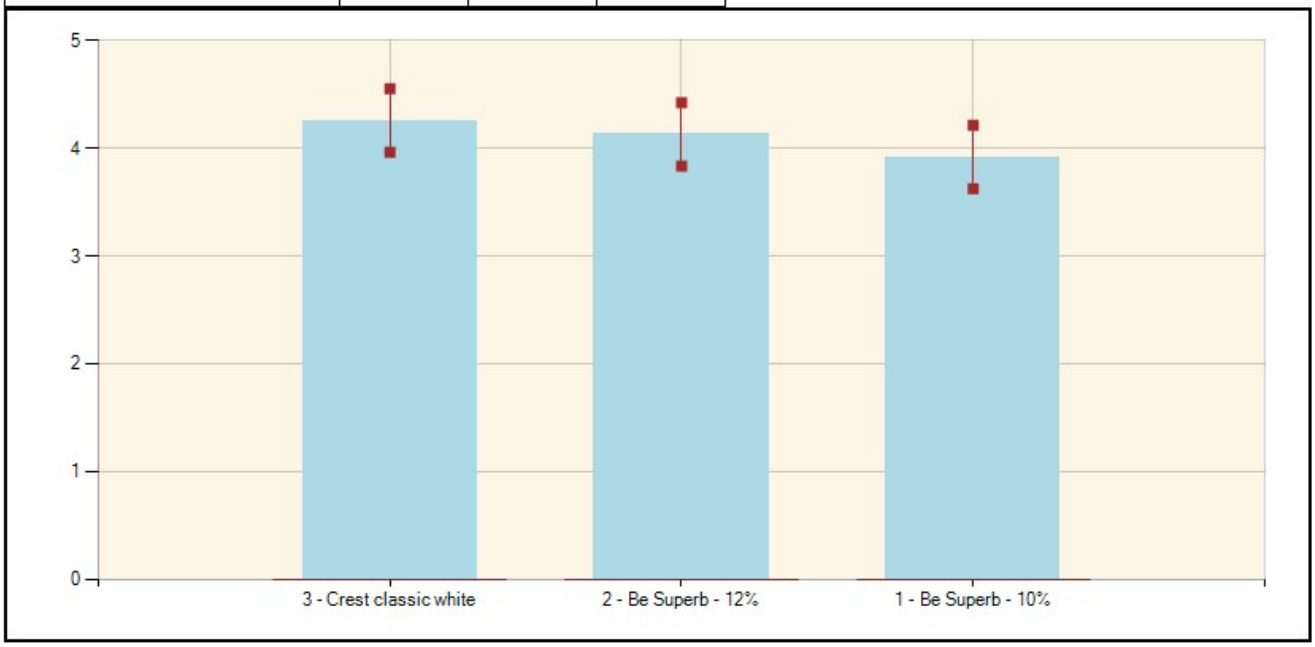
Question 47 I would use this product as an ongoing "smile maintenance" program

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	5	4	2	10	8.51	4.65
2.(2)	2	1	1	4	2.13	2.33
3. Neither agree nor disagree(3)	5	7	4	10	14.89	9.3
4.(4)	18	8	13	36	17.02	30.23
5. Strongly agree(5)	20	27	23	40	57.45	53.49
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	3.92	4.13	4.26
Std. Dev.	1.26	1.26	1.05



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	2.6928	1.3464	0.9358	0.3947
Error	137	197.1001	1.4387		
Total	139	199.7929			

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Tukey Test

Sample	Mean	Group	N	Std Err
3 - Crest classic white	4.26	A	43	0.1829
2 - Be Superb - 12%	4.13	A	47	0.175
1 - Be Superb - 10%	3.92	A	50	0.1696

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.5895

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Question 48 How often would you use this product?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Once a month	One a day, each week	Once a year	Twice a year	4 times a year	More than 4 times a year	Total
Be Superb - 10%	14.*%	58.*%	8%	4%	12%	4%	100%
Be Superb - 12%	40.43%	38.3%	6.38%	6.38%	6.38%	2.13%	100%
Crest classic white	39.53%	20.93.*%	6.98%	6.98%	23.26.*%	2.33%	100%

Statistics

- Test: Chi-squared Distribution
- There is a significant association between sample and the option selected

Chi-Sq=20.7892	p=0.0226

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Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023

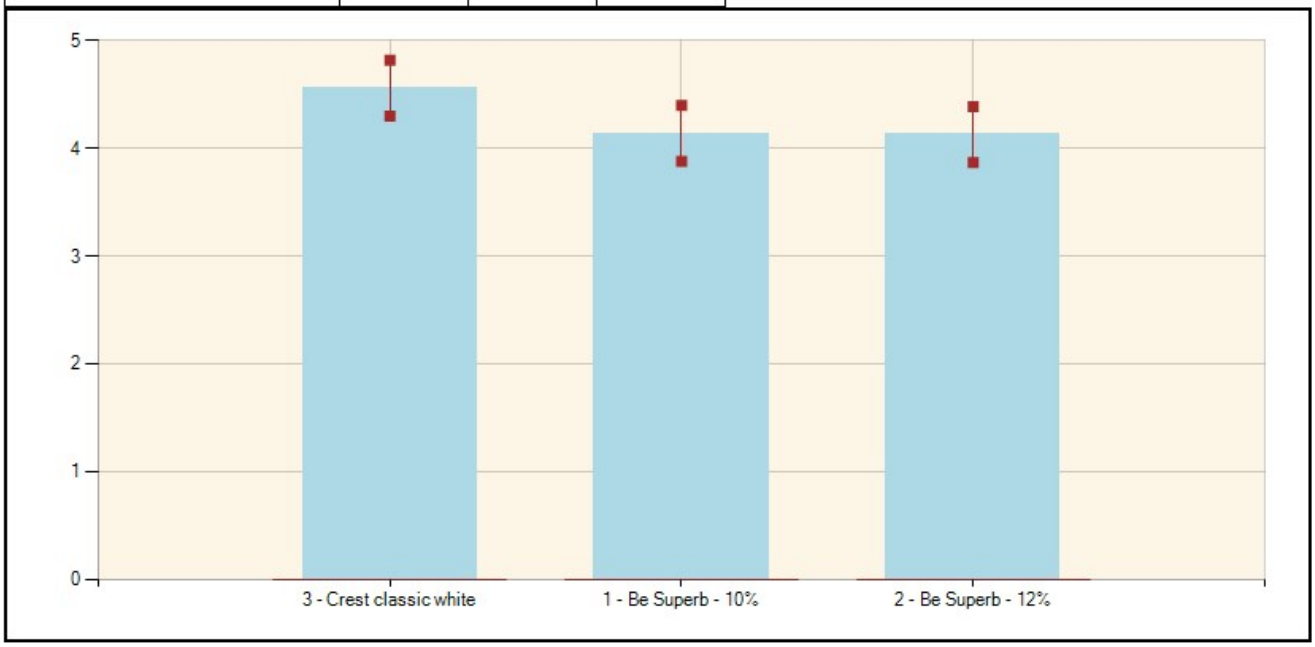
Question 49 I would use this product before a key social event, e.g., wedding, holiday, Christmas party, birthday party.

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	2	4	0	4	8.51	0
2.(2)	1	2	0	2	4.26	0
3. Neither agree nor disagree(3)	10	6	4	20	12.77	9.3
4.(4)	12	7	11	24	14.89	25.58
5. Strongly agree(5)	25	28	28	50	59.57	65.12
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	4.14	4.13	4.56
Std. Dev.	1.07	1.3	0.67



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	5.3627	2.6814	2.419	0.0928
Error	137	151.8587	1.1085		
Total	139	157.2214			

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Tukey Test

Sample	Mean	Group	N	Std.Err
3 - Crest classic white	4.56	A	43	0.1606
1 - Be Superb - 10%	4.14	A	50	0.1489
2 - Be Superb - 12%	4.13	A	47	0.1536

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.5174

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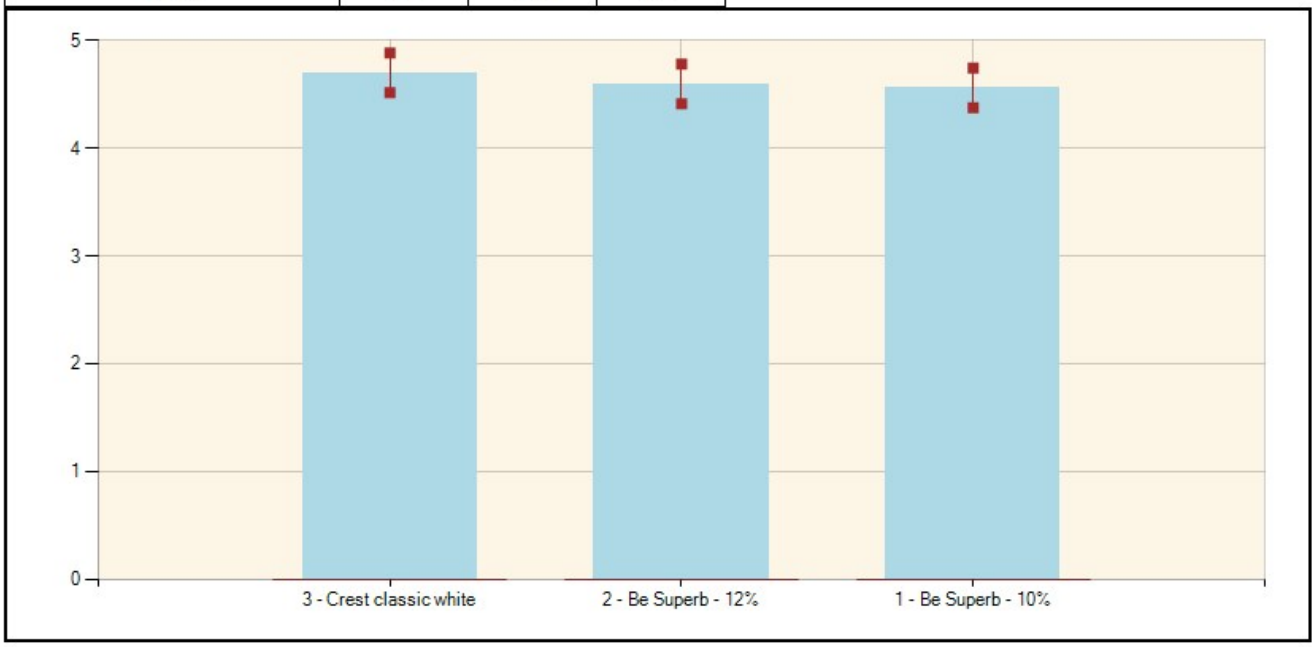
Question 50 The instructions to use the product are easy to follow

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	1	0	0	2	0	0
2.(2)	0	0	1	0	0	2.33
3. Neither agree nor disagree(3)	6	5	2	12	10.64	4.65
4.(4)	6	9	6	12	19.15	13.95
5. Strongly agree(5)	37	33	34	74	70.21	79.07
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	4.56	4.6	4.7
Std. Dev.	0.86	0.68	0.67



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	0.4625	0.2313	0.413	0.6625
Error	137	76.7089	0.5599		
Total	139	77.1714			

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Tukey Test

Sample	Mean	Group	N	Std.Err
3 - Crest classic white	4.7	A	43	0.1141
2 - Be Superb - 12%	4.6	A	47	0.1091
1 - Be Superb - 10%	4.56	A	50	0.1058

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.3678

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Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023

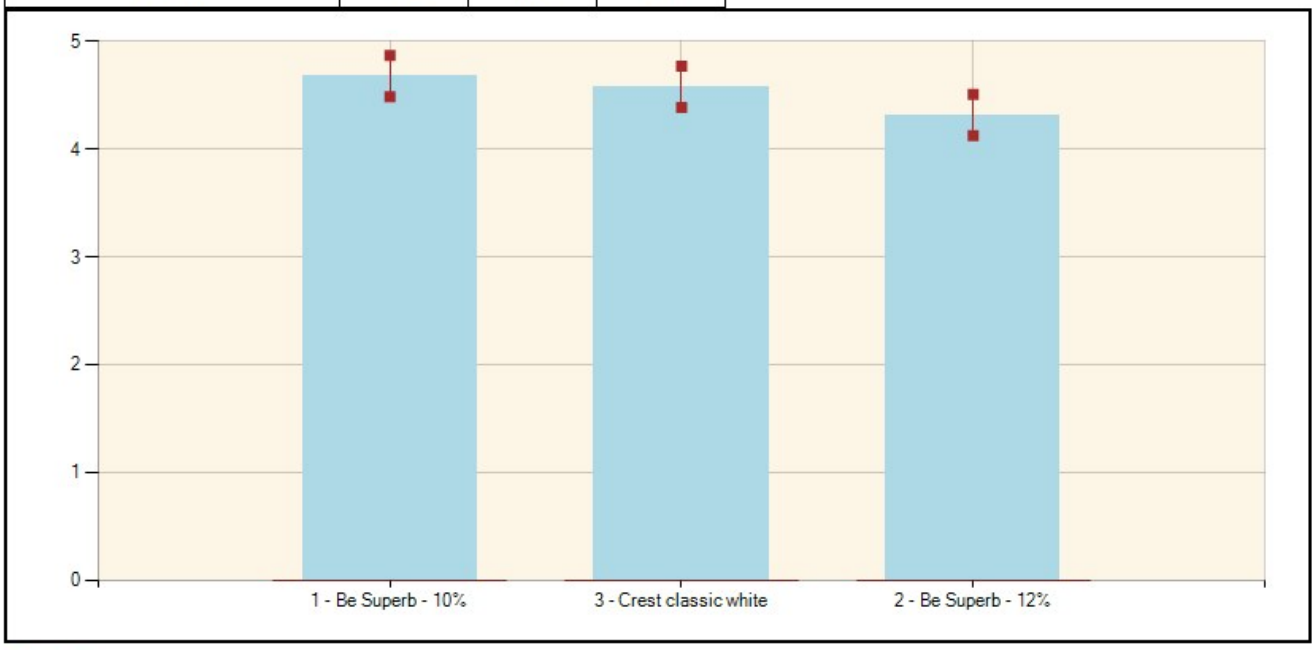
Question 51 If there was to be an improvement in whitening performance I would use this product with a light source - please see picture for example light source.

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	0	0	1	0	0	2.33
2.(2)	0	2	0	0	4.26	0
3. Neither agree nor disagree(3)	3	8	3	6	17.02	6.98
4.(4)	10	10	8	20	21.28	18.6
5. Strongly agree(5)	37	27	31	74	57.45	72.09
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	4.68	4.32	4.58
Std. Dev.	0.59	0.91	0.82



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Study Report
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Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023

Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	3.3278	1.6639	2.7281	0.0689
Error	137	83.5579	0.6099		
Total	139	86.8857			

Tukey Test

Sample	Mean	Group	N	Std.Err
1 - Be Superb - 10%	4.68	A	50	0.1104
3 - Crest classic white	4.58	A	43	0.1191
2 - Be Superb - 12%	4.32	A	47	0.1139

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.3838

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Question 52 What did you like MOST about the product?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Respondents Answers

Be Superb - 10%	Be Superb - 12%	Crest classic white
Easy to use		
It was very easy to use and did not leave my teeth sensitive		
	Easy application	
The overal practicality of it .. the product claims		
		Easy to use. Instructions are clear.
	White's teeth	
NA		
	I like that my teeth did not feel sensitive afterwards and I also like that it dissolve and the most important that I did see results after	
	Effectiveness	
Quick application on the upper portion of teeth. Dissolves quickly. No plastic left after usage less pollution .		
value and quality		
		easy to use with no mess or discomfort. freshened and whitened
		I love how simple it was and didn't take much effort to use and be effective.
	Easy to use, could multitask while using, created little sensitivity	
		Ease of use
It disolves quickly in the mouth		
	It disolves in my mouth	
		It was very gentle and whitened my teeth
		That the mouth guard fit well
		It is is easy to use and makes a difference
I liked that it didn't leave a slimy, bad tasting goo on my teeth at the end of each application.		
	The instructions were easy to follow	
		Easy to use and results after one use
	It did make a small difference in coloring of my teeth	
No messy plastic to remove after finished		
		Results

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	I did not need to wait and time how long it was until I should remove the strips.	
		na
It is very easy to apply with literally no clean up. It made my teeth noticeably whiter than any other product I have used in the past.		
	It will take less time	
The flavor of the strip was pleasent		
It was very easy to use and worked well		
		How easy it was to use and affect my mouth uncomfortably or caused a bad experience
		easy to use got good results
	The results	
	Easy to use	
		quick and easy to put on
		The noticeable whitening of my teeth
I like that there were no strips to pull off at the end. That's always messy. I also like how quickly it whitened my teeth.		
	Hahhaaaa l d k	
		Easy to use, and taste was pleasing
		It was easy to apply and it didn't cause any tooth sensitivity.
I love the ease of use and the effectiveness of it.		
I feel it whitens the teeth better than the strips		
		Easy to use
	The small item	
It is very user friendly.		
	Nothing	
How easy it was to apply		
It is a easy to use application		
		It seems it would be stronger and might have better results
I love the application and that this product had n9 bad taste.		
	easy to use	
		I was able to wear the strips while doing other things
		How fast my teeth whitened
It is easy to used and it has the best results for my tooth.		
	Easy to use	
		quick + easy
	En	

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	The application.	
Easy and they disolved		
		I really liked that this product did not make my teeth sensitive, yet was effective.
	I love how quickly it dissolves and it doesn't leave any film or bad taste in your mouth. It is very quick to get set and you can easily use it on your way to work, a meeting, a social gathering, or just as a maintenance t whiten up your smile. I really enjoyed using this product.	
	Easy to use	
	How fast it worked	
		Easy use
	Whitening teeth	
The easy application		
		The effective
The taste and effectiveness		
The way it made my teeth look and feel afterwards		
I liked how fast they dissolved however they were hard to get to stick on my teeth without getting stuck to the inside of my lips and mouth?? Tasted like a breath strip which was nice. Didn't upset my stomach if I swallowed my spit afterwards as most other products definitely do need rinsed out first. Also it was easy once on the front of my teeth to press it into the little ridge between teeth so you don't get a weird silver of unwhitened tooth		
The ease of use.		
It was easy to use and apply to my teeth. Also it had a pleasant minty taste.		
		What I most liked about this product was that it was easy to use with easy-to-follow directions, and it was easy to remove with easy-to-follow directions.
		Easy to apply
	Convenient, and dissolves quickly. Very lightweight strips.	
	Honestly, after that light source question, I liked that the whitening strips were self contained — i.e. there were no other accessories or instruments needed. I think a lot of people care about sustainability and the extra light source would add more waste, especially given that they're usually single use.	
		Potential faster results
	na	

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	How fast they are even if I were running late I would still have time to apply	
	N/A	
Easy to use		
		Product was very easy to use and whitened my teeth.
Easy to use		
	how fast it worked	
	Very effective	
		Easy to apply
I like that it dissolved and I didn't have to remove it. I could place it on and forget about it.		
		The product is very easy to use and has noticable results without any sensitivity or issues
		The fact it was easy and I could go about my day while using it. It was so convenient, user-friendly, and did not leave a horrid taste in my mouth following usage.
I like that it dissolves on your teeth and you don't have to worry about your teeth accidentally touching or rubbing it off. I also like that it tastes pleasant and is low maintenance.		
Whiting		
	Easy to use and great outcome	
		It actually worked and made my teeth whiter.
	I love how easy it is! Also I just love the whole technology aspect of it, and had fun and not to mention the big difference it made on my teeth and confidence	
No mess		
I liked that it dissolved on NY teeth.		
	Great instructions, easy to apply and no sensitivity	
	The respect for sensitive teeth(no harsh reactions) was what I found most desirable about the product.	
I like how the strips dissolved after use. They also did not have a off putting smell or taste.		
It dissolved fast and didn't have a bad taste		
	The taste was better than other whitening products	
I liked that the product dissolves.		
	I like that taste and how effective the product works.	
	It was not unpleasant and I saw great results	
For giving me my smile back ☺		
		Made my teeth whiter

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	Dissolving	
		NA
		Everything seemed cool
		I liked that there wasn't any sensitivity to my teeth.
	nothing	
	I liked how easily and quickly they dissolved.	
		na
This product that I received from clicks research is pretty good whitening strips. Just needs more kick and less the nasty taste and after taste.		
It was quick and easy to use.		
	That I could actually see the whitening strips lift soo many years of coffee and tea stains from my teeth, I could tell it worked after the first treatment. Even after only using it once, my teeth were very much noticeably whiter.	
It was easy to use & made such a noticeable difference!		
It left a nice fresh taste in the mouth.		
		The outcome of how it worked on my teeth
	Na	
	What I like most is that the straps dissolve! It's like I can set it...and forget it!	
		It was very easy to apply and I did not experience any discomfort during the 30 minutes
The product was very easy to use and desolved		
I think the best thing about the product was the fact that it dissolves so I didn't have to go through a messy removal process		
	Easy to use no mess And works wonders	
The whitening ability in such a short time.		
They worked		
They were super easy to apply.		
		Very easy to use and it didn't give any side effect, and the most important thing is I can see the result quickly.
		The way it made my teeth white
The way the product worked and made my teethe whiter		
		The product was very easy to use and I saw results very quickly. After using a few times, my teeth was noticeable whiter.

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		The ease of using this product. The taste was a lot better than other whitening strips I've used in the past. And it did not make my teeth feel too sensitive. Plus my teeth are a lot whiter.
	nothing	
Teeth brighter can smile more		
	Easy to use	
I liked that they were easy to use and can be used when I am in a rush.		
	I liked that it dissolved	

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Question 53 What did you like LEAST about the product?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Respondents Answers

Be Superb - 10%	Be Superb - 12%	Crest classic white
Dissolves too quickly		
I didn't see huge results		
	Dissolve quickly	
No directions, Made a complete mess when it dissolved and very sticky to the touch. The taste was also horrible here -- can that be improved Would use with a light device .		
		A little residue used to left on teeth
	Not easy to apply correctly	
NA		
	None	
	N/A	
Difficult to apply on lower teeth. Brakes too easily in your hands. No clear instructions how long to keep the residue and how quickly it dissolve. No instructions to swallow or not but it should be mentioned. It doesn't work so effectively.		
no thing		
		nothing
		Nothing
	Taste was funny, don't love the sensitivity	
		Nothing
Don't make a quick whitening in my teeth's.		
	Don't make a quick whitening in my teeth's.	
		Nothing
		Plimmm
		NA
Maybe I've got strange bottom teeth, but I had the hardest time getting the strips to cooperate once they got to my bicuspids on the bottom		
	Nothing	
		I wish it whitened more
	How hard they were to put on especially the lower teeth. It stuck to my gums and fingers easier than my teeth.	

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Product stuck to my lips a bit. First two days, the strips tore before I had them on my teeth. Took some practice		
		Taste
	My tongue had a slightly tingly sensation during use	
		the feel of the product on my teeth
The taste was not good at all. It also left a little film on my teeth afterwards but I am sure that is to be expected.		
	Nothing at all	
The application of the bottom teeth was the worse		
The taste		
		How long I had to keep it in
		nothing
	The size for top teeth should be bigger maybe to wrap around teeth stains are also in back of teeth and the gooey feeling after it dissolves	
	The residue it left	
		waiting 30 minutes to remove and th elow burning sensation I got on my tongue
		Tooth sensitivity
The texture is weird. It's not a problem once I got us eww d to it		
	Loo	
		None
		I wish that the results were brighter and whiter.
Nothing to dislike.		
Sitting with it in my mouth		
		Nothing
	N/A	
Nothing.		
	The taste and difficulty and the residue	
Residue left		
There was nothing I didn't like about this product		
		Looks uncomfortable
Too much residue and didn't whiten enough.		
	tooth sensitivity	
		The residue it left on my teeth
		Bottom one would come off sometimes
None		

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	Nothing	
		nothing
	None	
	The results.	
None		
		N/A, loved it!
	The bottom drip should be a little wider. It was difficult to get used to using the bottom strip. The first two strips I used for the bottom got crumpled up, but I still tried to use them. I had no issues with the top at all. Just the bottom . If it was wider I feel it would have been easier to use.	
	Nothing	
	The texture	
		A bit sticky
	Taste	
Nothing		
		Sensitivity
Nothing		
The taste		
The sticking to my mouth part		
Can't think of one at the moment		
The stickiness.		
		The only thing I would say I dislike about this product was the wear time. If the wear time was less I would have no complaints.
		Taste
	Bottom strip was so hard to get on my teeth, kept dissolving before I could apply. Wasted many strips in the process. Burning and stinging my gums was very uncomfortable.	
	It stuck to my hands once and I had to use another strip.	
		Bulky
	na	
	I had a difficult time applying to bottom teeth	
	Hard to apply	
No noticeable changes		
		Tooth sensitivity
None		
	how it stuck to the back of my lips. It almost glued your mouth shut	

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	None	
		The sticky residue
Sometimes the strip would get on my lips.		
		The lower strip would get stuck to my lip when applying it.
		There was (VERY) mild towards the end of my usage. After use, I'd notice my lower gums/teeth were sensitive to cold and they typically are not.
It is difficult to apply the strips to your teeth without your lips getting stuck to them. It is somewhat entertaining to see, but I feel that at times it messed with being able to cover the whole area it was supposed to. I also didn't get any whitening effects to my teeth which is disappointing and a bit confusing.		
Taste		
	The stickiness	
		Sensitivity was not the best part about it.
	I cannot think about anything I disliked about the product because it was such a good product on it itself	
Once it gets wet it clumps and sticks to everything, lips, fingers		
I liked how the product was easy to apply.		
	Taste	
	The bottom application was a little too difficult to apply strip and feel secure about it's placement	
The bottom strips were really hard to apply.		
Applying it was difficult, it fell apart too easily		
	It was gummy on my teeth after a few minutes	
It was kinda hard to put on my lower teeth.		
	There wasn't anything that I disliked	
	They could have had a better taste, tho taste wasn't unpleasant	
How fast it starts to dissolve before u get itvplwced on correctly		
		Nothing
	Opening each pack	
		NA
		Caused my teeth to be sensitive
		There is nothing I dislike about the product.
	nothing	

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	Applying the bottom one could be tricky.	
		na
The only thing bad about the strips is it leaves a bad taste as I spoke about.		
Tooth sensitivity		
	The bottom whitening strip is a little hard to put on. It kept being split in half by 2 of my bottom teeth, and of course would start dissolving before I had time to adjust it.	
Nothing		
I have used whitening strips my whole life. These are the most difficult that I have ever seen to apply and to keep on the teeth.		
		Nothing
	Na	
	Putting them on! It was horrible at first! If you haven't used them before, it can be really hard. If they get even the slightest bit wet, they get super sticky and stick to everything BUT your teeth and fall apart like a wet piece of paper.	
		I did not really like the residue left behind when removing the strips. I had to use a nackin to wipe if off and then brush ny teeth.
The taste		
I had a little bit of a struggle with applying the product to my bottom teeth at first but after a few uses I got the hang of it		
	Liked everything	
Nothing		
Taste		
The fact that my gums were a little sensitive to it at first.		
		It won't stick to the bottom teeth easily
		The taste
Nothing		
		I did notice teeth sensitivity but it was unbearable or too bad that I wouldn't want to use again. I've used similar products that caused so much teeth sensitivity that I had to stop using it.
		I didn't like that it left sticky residue on my teeth after use
	nothing	
N/a		
	Sensitivity	

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I didn't like the initial burning of the first set.		
	That it was kind of hard to get the bottom strip to stick to my teeth instead of my fingers	

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Question 54 I would expect to pay $XX for a product like this.

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	1. $10	2. $20	3.$30	4. $40	5. $50+	Total
Be Superb - 10%	28%	22%	32%	6%	12%	100%
Be Superb - 12%	25.53%	27.66%	31.91%	4.26%	10.64%	100%
Crest classic white	23.26%	30.23%	30.23%	11.63%	4.65%	100%

Statistics

- Test: Chi-squared Distribution

Chi-Sq=4.2	p=0.8386

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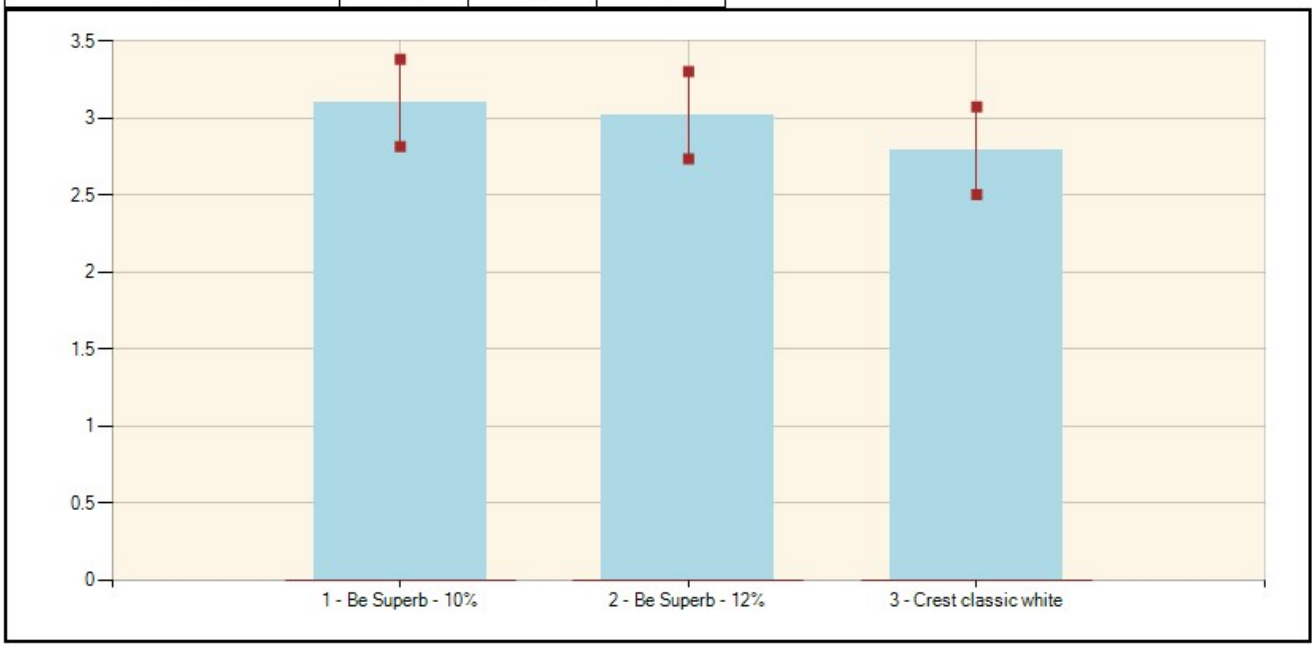
Question 55 I would pay a higher price for the product if the packaging components were recyclable

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	5	7	10	10	14.89	23.26
2.(2)	6	3	3	12	6.38	6.98
3. Neither agree nor disagree(3)	24	25	20	48	53.19	46.51
4.(4)	9	6	6	18	12.77	13.95
5. Strongly agree(5)	6	6	4	12	12.77	9.3
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	3.1	3.02	2.79
Std. Dev.	1.09	1.15	1.23



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	2.3407	1.1704	0.8781	0.4179
Error	137	182.595	1.3328		
Total	139	184.9357			

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West Cranmore Quarry
Nr Shepton Mallet
Somerset, BA4 4QP
+44 1749 344 464
support@aytonresearch.com
https://aytonglobalresearch.com/

Tukey Test

Sample	Mean	Group	N	Std.Err
1 - Be Superb - 10%	3.1	A	50	0.1633
2 - Be Superb - 12%	3.02	A	47	0.1684
3 - Crest classic white	2.79	A	43	0.1761

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.5674

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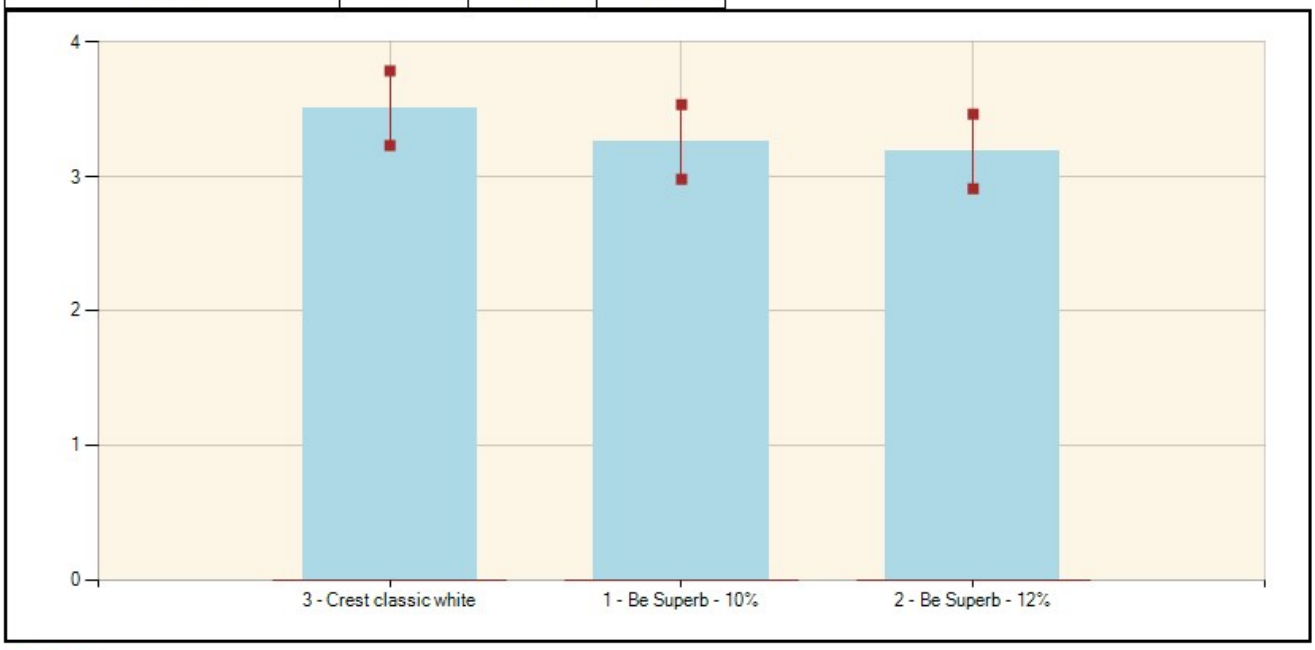
Question 56 The sachets are currently non-recyclable. Would your opinion of the product improve if sachets could be recycled/composted

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	5	6	0	10	12.77	0
2.(2)	2	8	5	4	17.02	11.63
3. Neither agree nor disagree(3)	24	14	20	48	29.79	46.51
4.(4)	13	9	9	26	19.15	20.93
5. Strongly agree(5)	6	10	9	12	21.28	20.93
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	3.26	3.19	3.51
Std. Dev.	1.07	1.31	0.96



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Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	2.5306	1.2653	0.9983	0.3712
Error	137	173.6408	1.2675		
Total	139	176.1714			

Tukey Test

Sample	Mean	Group	N	Std.Err
3 - Crest classic white	3.51	A	43	0.1717
1 - Be Superb - 10%	3.26	A	50	0.1592
2 - Be Superb - 12%	3.19	A	47	0.1642

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.5533

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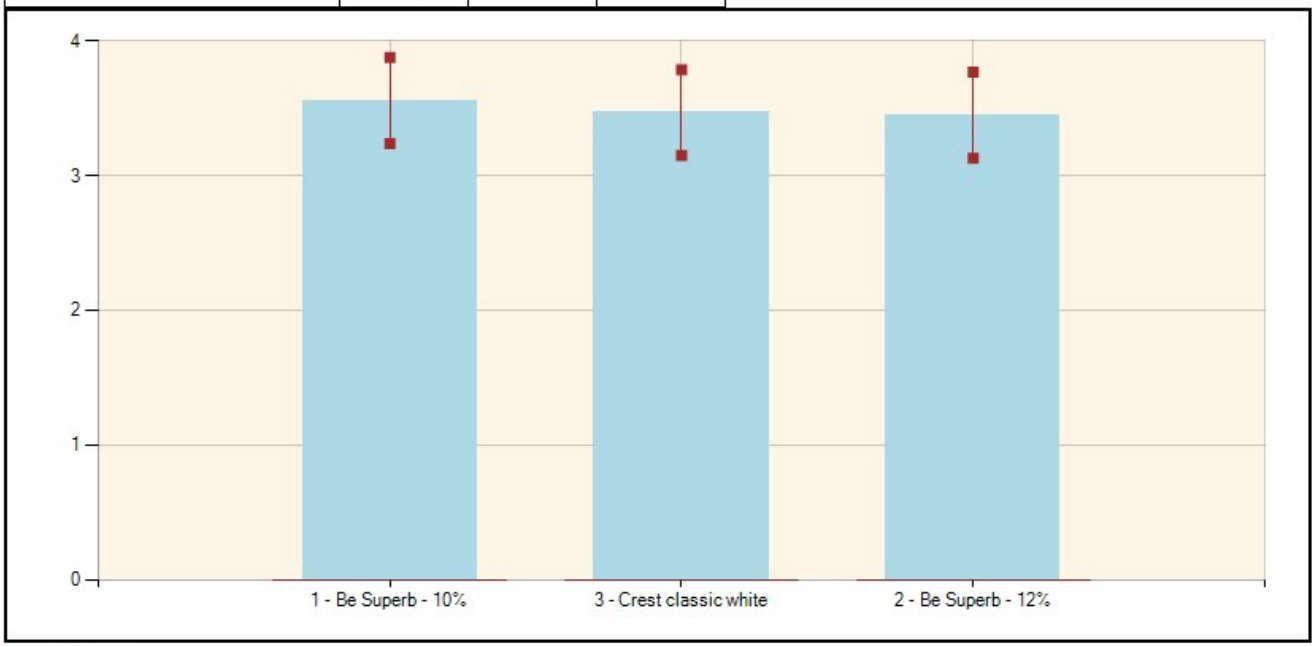
Question 57 I would prefer to use the strips twice/several times a day for a reduced number of days if I was to achieve similar whitening results.

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	5	4	5	10	8.51	11.63
2.(2)	6	6	4	12	12.77	9.3
3. Neither agree nor disagree(3)	11	14	12	22	29.79	27.91
4.(4)	12	11	10	24	23.4	23.26
5. Strongly agree(5)	16	12	12	32	25.53	27.91
Total	50	47	43	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	3.56	3.45	3.47
Std. Dev.	1.33	1.25	1.32



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Nr Shepton Mallet
Somerset, BA4 4QP
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Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023

Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	0.3582	0.1791	0.1064	0.8992
Error	137	230.6347	1.6835		
Total	139	230.9929			

Tukey Test

Sample	Mean	Group	N	Std.Err
1 - Be Superb - 10%	3.56	A	50	0.1835
3 - Crest classic white	3.47	A	43	0.1979
2 - Be Superb - 12%	3.45	A	47	0.1893

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.6377

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Question 58 Do you have an after photo to upload?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Yes	No	Other	Total
Be Superb - 10%	44%	56%	0%	100%
Be Superb - 12%	42.55%	57.45%	0%	100%
Crest classic white	27.91^%	72.09^%	0%	100%

Statistics

- Test: Chi-squared Distribution
- There is a significant association between sample and the option selected

Chi-Sq=NaN	p<0.0001

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Please take a photo of your teeth alongside the shade guide card. Hold the shade guide card directly beneath your mouth. Ask someone to help if you are able to.

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showing a front on smile showing your top and bottom teeth. (Please see image below for reference)

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Clear and in focus

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In colour

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Unaltered (no filters, do not crop, etc.)

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Are well lit

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Taken with a white/ light plain background

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There are no shadows on your face

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There is no 'red eye'

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Question 59 Which product did you use during the trial?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 140

	Bsolve 10%	Bsolve 12%	Crest Classic White	Other	Total
Be Superb - 10%	48%	10%	42%	0%	100%
Be Superb - 12%	21.28%	48.94^%	29.79%	0%	100%
Crest classic white	0%	6.98%	93.02^%	0%	100%

Statistics

- Test: Chi-squared Distribution
- There is a significant association between sample and the option selected

Chi-Sq=NaN	p<0.0001

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Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023

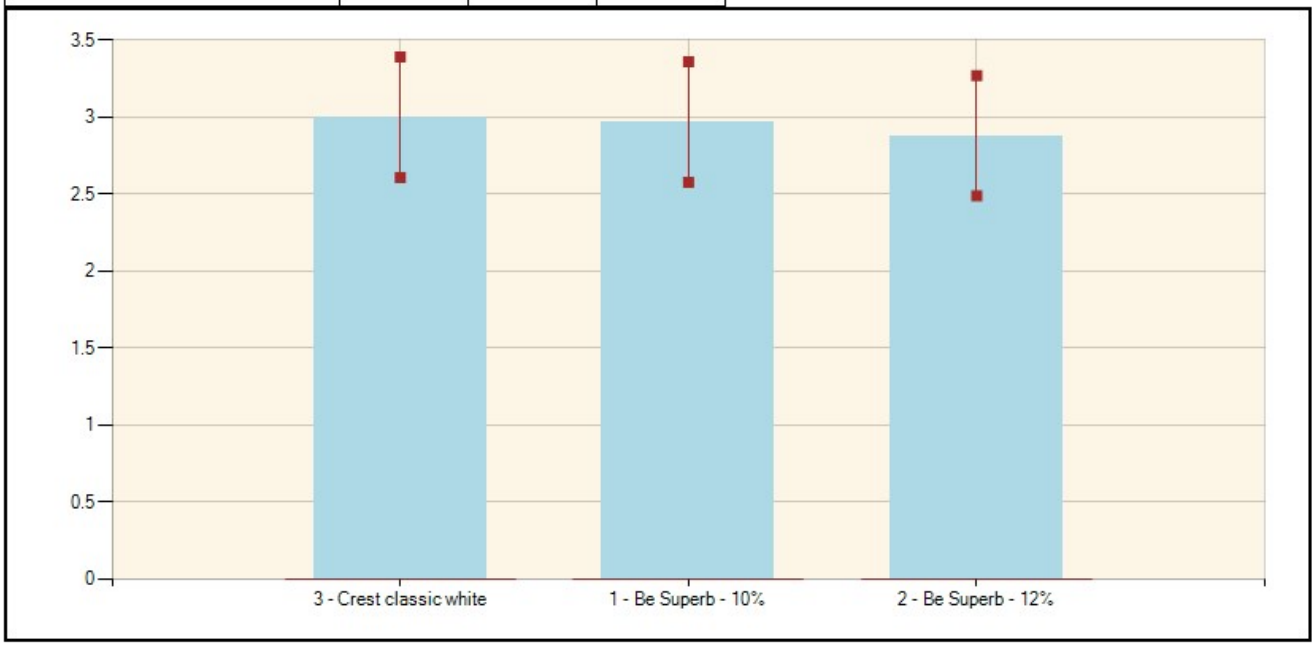
Question 60 How would you describe the dissolution time

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 70

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Too long(1)	3	1	0	9.38	2.94	0
2.(2)	3	3	0	9.38	8.82	0
3. Just right(3)	20	29	4	62.5	85.29	100
4.(4)	4	1	0	12.5	2.94	0
5. Too short(5)	2	0	0	6.25	0	0
Total	32	34	4	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	2.97	2.88	3
Std. Dev.	0.93	0.48	0



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	0.1447	0.0723	0.1405	0.8692
Error	67	34.4982	0.5149		
Total	69	34.6429			

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Tukey Test

Sample	Mean	Group	N	Std.Err
3 - Crest classic white	3	A	4	0.3588
1 - Be Superb - 10%	2.97	A	32	0.1268
2 - Be Superb - 12%	2.88	A	34	0.1231

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 0.7827

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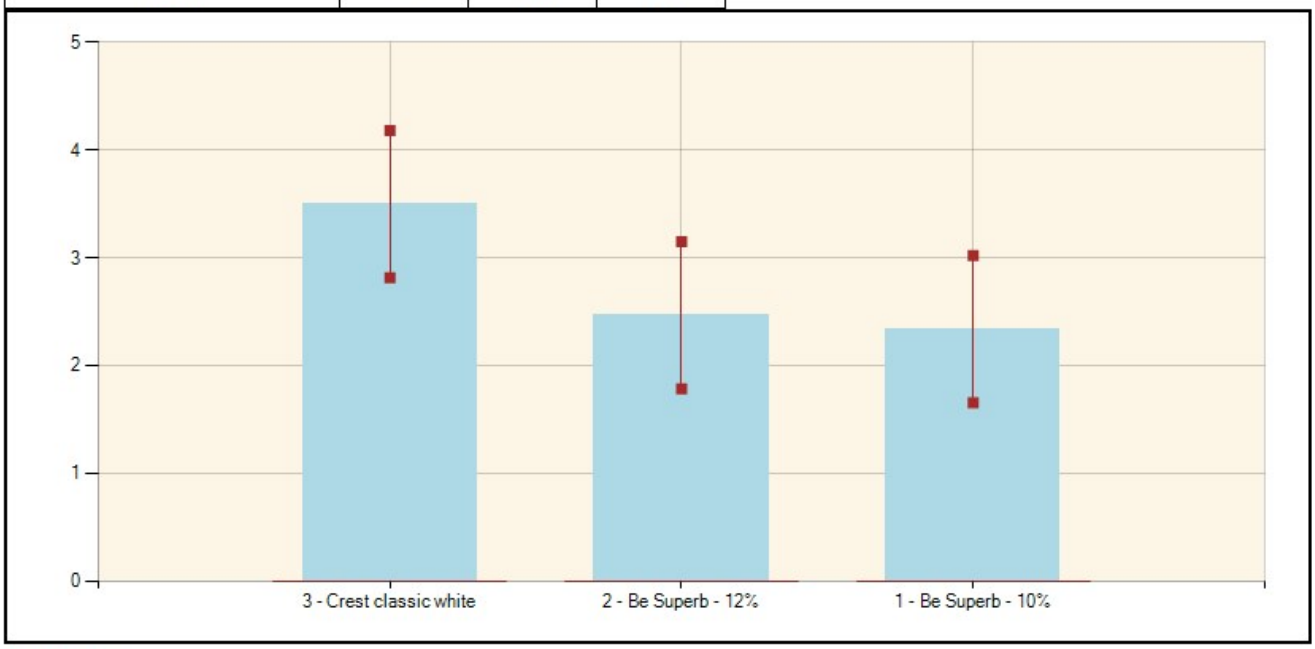
Question 61 How long on average did it take for the strips to dissolve on top

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 70

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. <5 min(1)	8	6	1	25	17.65	25
2. 6-10 min(2)	12	13	1	37.5	38.24	25
3. 11-15 min(3)	9	10	0	28.12	29.41	0
4. 16-20 min(4)	1	3	0	3.12	8.82	0
5. 21-20 min(5)	0	2	1	0	5.88	25
6. 31 min+(6)	2	0	1	6.25	0	25
Total	32	34	4	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	2.34	2.47	3.5
Std. Dev.	1.26	1.08	2.38



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Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	4.7535	2.3768	1.5211	0.2259
Error	67	104.6893	1.5625		
Total	69	109.4429			

Tukey Test

Sample	Mean	Group	N	Std.Err
3 - Crest classic white	3.5	A	4	0.625
2 - Be Superb - 12%	2.47	A	34	0.2144
1 - Be Superb - 10%	2.34	A	32	0.221

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 1.3635

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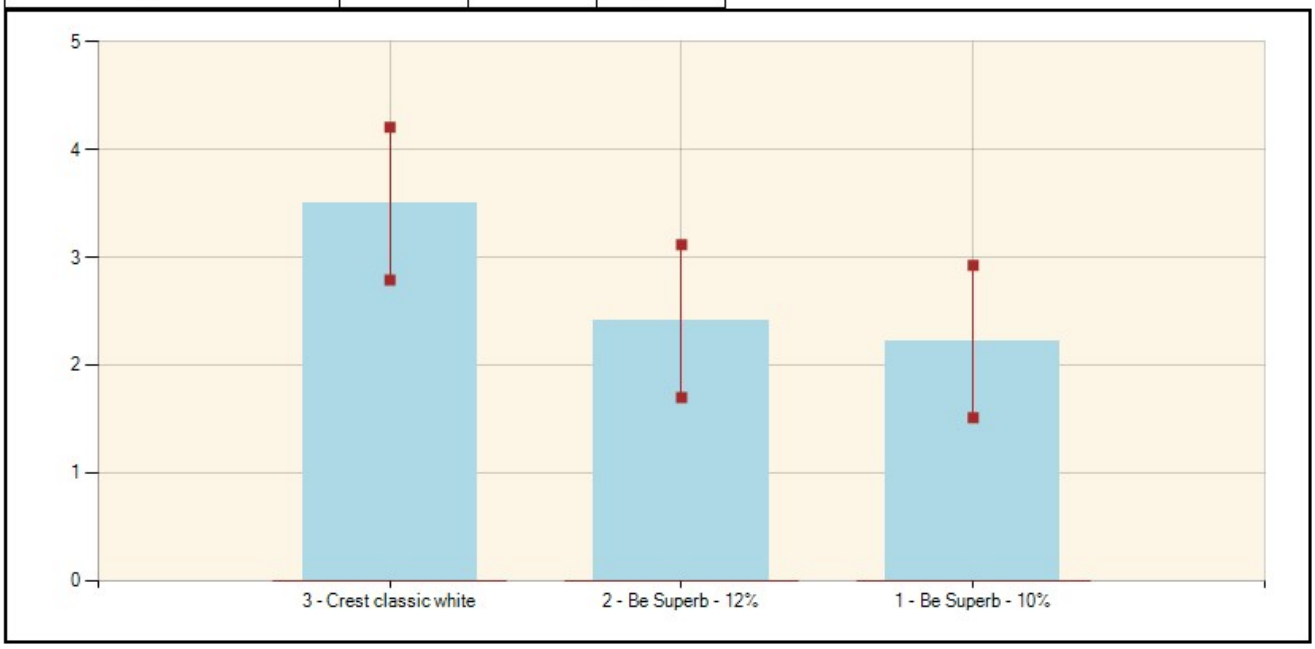
Question 62 How long on average did it take for the strips to dissolve on bottom

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 70

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. <5 min(1)	11	8	1	34.38	23.53	25
2. 6-10 min(2)	11	11	1	34.38	32.35	25
3. 11-15 min(3)	6	9	0	18.75	26.47	0
4. 16-20 min(4)	2	5	0	6.25	14.71	0
5. 21-20 min(5)	0	1	1	0	2.94	25
6. 31 min+(6)	2	0	1	6.25	0	25
Total	32	34	4	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	2.22	2.41	3.5
Std. Dev.	1.34	1.1	2.38



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Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023

Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	5.8817	2.9408	1.7483	0.1819
Error	67	112.704	1.6821		
Total	69	118.5857			

Tukey Test

Sample	Mean	Group	N	Std.Err
3 - Crest classic white	3.5	A	4	0.6485
2 - Be Superb - 12%	2.41	A	34	0.2224
1 - Be Superb - 10%	2.22	A	32	0.2293

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 1.4147

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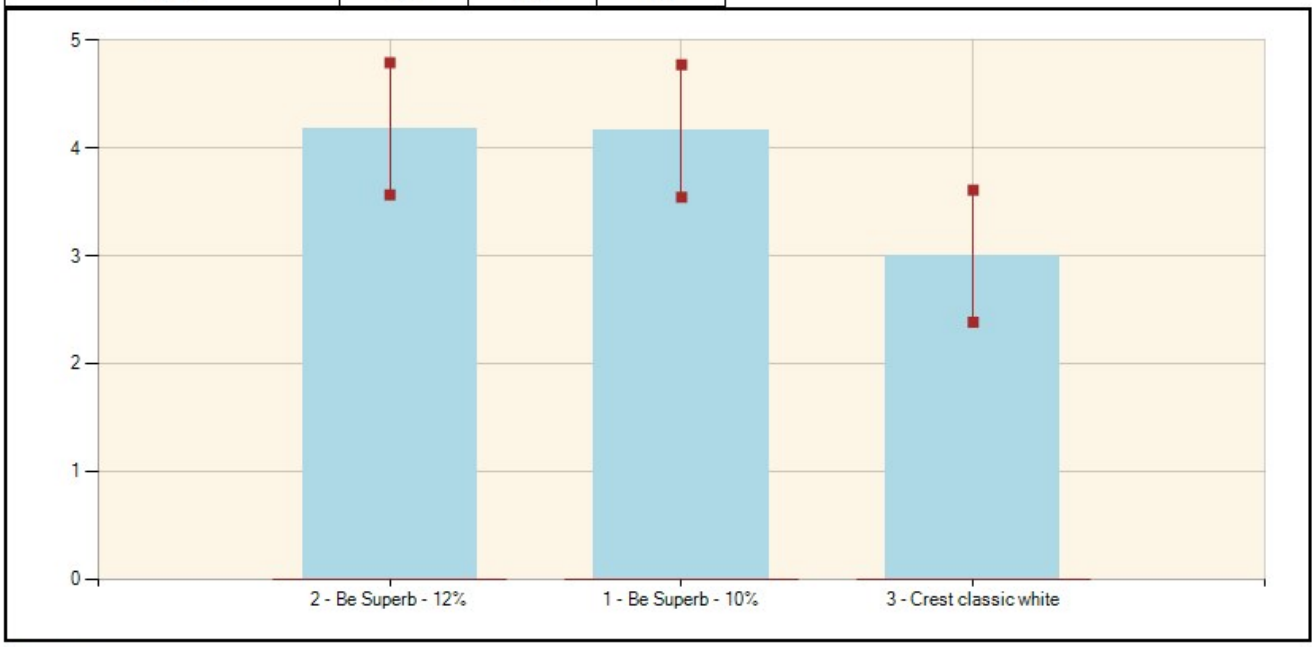
Question 63 I like that I can use the strips anytime, anywhere, on the go

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 69

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	1	1	1	3.23	2.94	25
2.(2)	3	0	1	9.68	0	25
3. Neither agree nor disagree(3)	4	7	0	12.9	20.59	0
4.(4)	5	10	1	16.13	29.41	25
5. Strongly agree(5)	18	16	1	58.06	47.06	25
Total	31	34	4	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	4.16	4.18	3
Std. Dev.	1.19	0.97	1.83



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	5.1551	2.5776	2.0463	0.1373
Error	66	83.1347	1.2596		
Total	68	88.2899			

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Somerset, BA4 4QP
+44 1749 344 464
support@aytonresearch.com
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Tukey Test

Sample	Mean	Group	N	Std.Err
2 - Be Superb - 12%	4.18	A	34	0.1925
1 - Be Superb - 10%	4.16	A	31	0.2016
3 - Crest classic white	3	A	4	0.5612

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 1.2266

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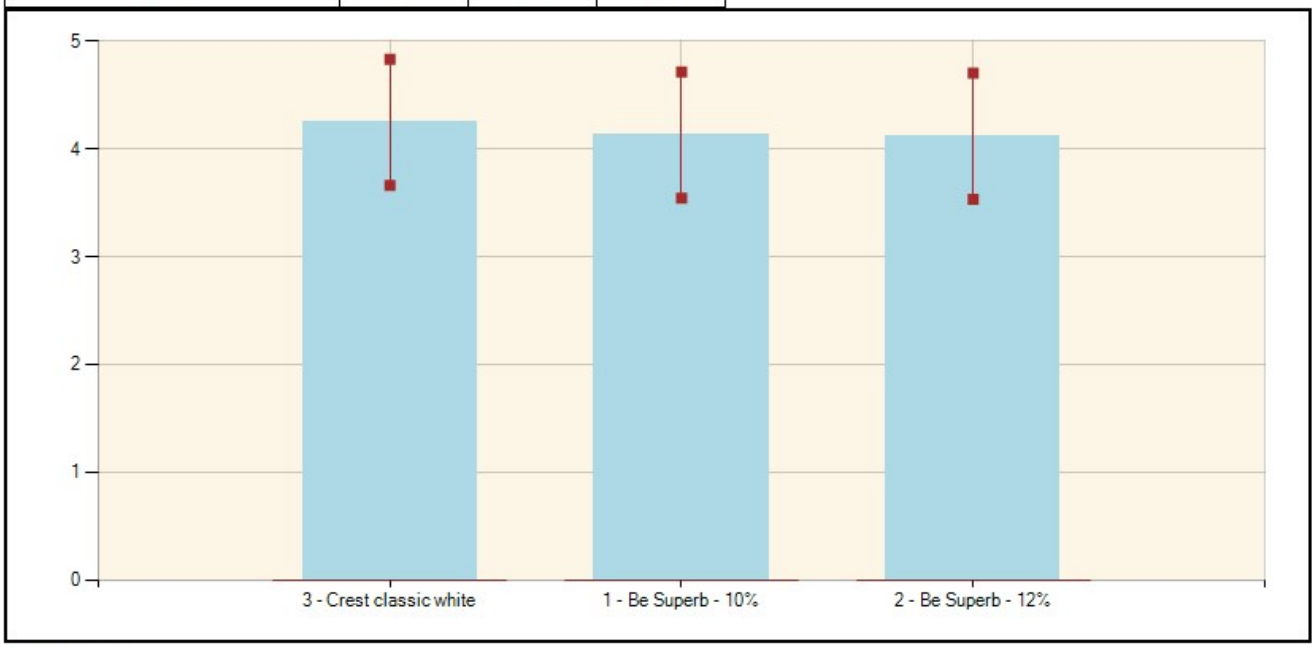
Question 64 I like how the design allows me to use the strips at night

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 69

Tabulated Results

	Frequency			Percentage %		
	Be Superb - 10%	Be Superb - 12%	Crest classic white	Be Superb - 10%	Be Superb - 12%	Crest classic white
1. Strongly disagree(1)	1	1	0	3.23	2.94	0
2.(2)	5	0	0	16.13	0	0
3. Neither agree nor disagree(3)	1	5	1	3.23	14.71	25
4.(4)	6	16	1	19.35	47.06	25
5. Strongly agree(5)	18	12	2	58.06	35.29	50
Total	31	34	4	100%	100%	100%

	Be Superb - 10%	Be Superb - 12%	Crest classic white
Mean	4.13	4.12	4.25
Std. Dev.	1.26	0.88	0.96



Statistics

- Test: One way analysis of variane (ANOVA)

Source	DF	SumOfSquares	Mean Sq.	F-Value	p-value
Sample	2	0.0628	0.0314	0.0274	0.973
Error	66	75.7633	1.1479		
Total	68	75.8261			

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Tukey Test

Sample	Mean	Group	N	Std.Err
3 - Crest classic white	4.25	A	4	0.5357
1 - Be Superb - 10%	4.13	A	31	0.1924
2 - Be Superb - 12%	4.12	A	34	0.1837

Analysis using Tukey's HSD shows that product means are significantly different if they differ by more than 1.171

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Question 65 How would you change the instructions to make the strips easier to apply?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 69

Respondents Answers

Be Superb - 10%	Be Superb - 12%	Crest classic white
Na		
Too messy can't see which side goes where They instantly start to dissolve - so toooooo fast and dissolve down messy and taste gross also stick to your lips like glue This needs to be improved upon		
	NA	
NA		
	No change	
NA		
value		
	N/a, the instructions are sufficient	
Nothing		
	Nothing	
I don't know that any of the instructions need to be adjusted, but I had problems getting the bottom ones to stick because of how long they are relative to the distance between my bicuspids		
	I would not do change anything else	
	I have no instructions to change. The product itself would need to be changed	
Make sure to not have wet hands while using		
	They are too sticky on my fingertips	
		I wouldnt
I wouldn't really change anything because I thought they were easy to apply and worked well.		
	Nothing at all	
I would add that the teeth be extremely dry. Strip starts dissolving on contact with wet surface.		
	nothing	
It was really easy to apply these.		
	It's fine	
	The strips need to be able to stay on the teeth better	
	No	

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The instructions were easy		
The strips were easy to apply so I wouldn't change anything		
No instructions need to be changed.		
		I think they're easy to understand directions already
It think everything is just right the instructions on how to used it. As long as it is in English language '' the universal language '' then everyone can understand.		
	Not at all	
None! Like the way they are!		
	They are super easy to apply. I have found that if you lick your teeth right before applying the strips it sticks to your teeth better and you don't have to reposition the strips at all.	
	Na	
Anyone that can read the instructions are self explanatory		
I would give clear instructions on how to apply and how wet your mouth needs to be and why like a warning of sorts maybe like an indicator of which way to put it so it doesnt render its self useless when it gets stuck to the inside of your lips and gums		
Apply strips in the mirror adjust accordingly and leave on overnight.		
	Instruct users to not have any moisture on hands while handling the strips, because starts to dissolve too quickly. And let users know to start with bottom strip first, because it's the hardest to get on before dissolving...	
	na	
	Apply the bottom strip before the top	
	The instructions are fine. The strips just don't stick to your teeth quickly enough to prevent the strips from starting to dissolve before you get them on fully.	
Make sure your lips are dry so it doesn't stick to them.		
	I would not change anything.	
	I will not change anything about the instructions because it is simply very easy to apply I totally loved innovation and thought process that it took to create this item	
Make sure your fingers and lips remain dry or else it will stick and be difficult to remove		
	None	
	I'd suggest the lips to be moist so they don't stick.	
Maybe doing the bottom teeth first as it is easier		

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The instructions are clear		
	Very gummy	
It's hard to put them on the bottom because it sticks to my lips.		
	I think the product is just right.	
	Easy enough for me	
	nothing	
	I don't think there is a problem with the instructions. The bottom strip is a little hard to get on and in place.	
		n/a
Less sticky		
	The bottom should be applied first because if your mouth is already really wet, or if you have a jagged tooth, the strip comes in half very easily	
		I wouldn't
	Na	
I wouldn't		
I would just recommend people to do the bottom teeth first and then the top teeth because every time I try to do my top teeth first it was harder to apply the bottom one		
	I would be more accurate about the sen sensitivity it may cause and the more accurate desolving time	
Nothing		
.		
NA		
	nothing	
	Apply twice a day	
I wouldnt		
	Lick your teeth before applying the strips	

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Question 66 What advice would you give to people who are trying the strips for the first time?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 69

Respondents Answers

Be Superb - 10%	Be Superb - 12%	Crest classic white
Na		
Sticks to lips like glue Tastes horrible Fills your mouth once it dissolves Too sticky upon contact - instantly starts to melt Not wide enough		
	na	
NA		
	Watch videos first	
nA		
value		
	If you don't need instant results, take your time introducing the product to allow your teeth to adjust to the strips slowly	
Combine it with whitening paste and mouthwash		
	It is a good product and the strips disolves in the mouth without have to remove it.	
Make sure you dry your hands between applying the top and bottom. If your fingers are even a little bit damp, they will stick to your fingers and start dissolving		
	Follow the instructions and you may get the results you desire	
	Make sure your apply them as quickly as possible to avoid having the strips stick to your fingers and gums	
Don't use with wet hands. Don't try to manipulate strip or it will break		
	Be patient and don't give up	
		apply carefullly
Just try to get them on straight so it won't get on your gums.		
	Enjoy using them	
Have patience with the bottom teeth. Top teeth was a breeze		
	nothing	
Get your teeth really wet first.		
	Just do it	
	Make sure they are securely in place	
	Don't use	

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Trust the process		
Use them exactly how the directions say and you should be good		
Make sure your hands stay dry when applying!		
		Dryboff your teeth a little first
Make sure that they have to clean their tooth first before applying this whitening product for their teeth.		
	Dry off your teeth as good as you can	
Make sure your mouth isn't too dry or they won't stick to your teeth right away and it can get difficult.		
	If you mess up applying the strip it is best to not try to reposition it. Just allow this strip to adhere the best it can and try again on the next application. You will still get great results even if the application is not perfect.	
	They are kind of strong	
Keep using them until they are all gone if you are sensitive to the product discontinue use		
watch out because they will stick to your gums and then they wont stick to your teeth.		
Give them a try daily and nightly and see the dramatic results.		
	Give it a shot, but do be patient with applying takes a while to get the hang, where you aren't wasting strips before you can get the strips applied.	
	na	
	Get your teeth really moist before applying	
	Touch the strips very lightly until they stick to your teeth, otherwise they will stick to your fingers instead.	
Clean teeth before.		
	It is sticky but great	
	I would tell them to brush your teeth first and then try doing it on your spare time you should do it also while you're scrolling on the phone it's very easy and fun not to mention the benefits of having white her teeth and a confident boost	
Do not let your fingers or lips get wet before applying. Will come off on your fingers, lips and not stick to your teeth		
	Make sure you eat, smoke, and what ever else you need to before doing these.	
	Don't be afraid to mess up the application because it's not as difficult as most approached it.	

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Make sure your hands are really dry, as well as your lips.		
They start dissolving fast so move quickly		
	Make sure you have a dryer mouth before use	
Use at night.		
	Make sure teeth are dry before applying the product.	
	Simple and tastes good	
	NA	
	Take your time when applying the first couple times. If you aren't careful the strips will stick to your lip and get ruined.	
		n/a
Take your time.read instructions		
	Take your time	
		To use them like the directions say and it'll work
	Na	
Go in with understanding that you might not get what you are looking for in the time period that you are expecting to see results, it may take a bit longer		
Make sure you lick your teeth before you apply the strip and like I just said in the previous question please for your convenience apply the bottom strip to your bottom teeth first and then do your top teeth or else the bottom one doesn't apply as well if you do it last		
	Enjoyn they do work	
NA		
Just be patient and don't worry if it takes a few minutes longer.		
NA		
	nothing	
	Expect sensitivity	
Just wait through that first time although it may be uncomfortable		
	Just don't get it on your lips	

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Question 67 Please refer to image of potential configurations of strips. You used strip size C during study. Could you please indicate if you would prefer to use the strips in any of the other configurations?

- Product Code: Be Superb - 10%, Be Superb - 12%, Crest classic white
- Total Respondents Answered: 69

	1. A	2. B	3. B	4. D	5. No preference	Total
Be Superb - 10%	3.23%	19.35%	9.68%	12.9%	54.84%	100%
Be Superb - 12%	5.88%	17.65%	11.76%	20.59%	44.12%	100%
Crest classic white	0%	75%	0%	0%	25%	100%

Statistics

- Test: Chi-squared Distribution

Chi-Sq=8.6407	p=0.3735

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CONCLUSION

End of Report

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APPENDIX 1 - DISTRIBUTION OF SCORES TABLE

This table categorises the data in the report into; "Satisfied", "Neutral" and "Not Satisfied". Prior to conducting this study, the Client has agreed on a set of rules that determine how each answer should be categorised. The client has assigned a percentage "Pass Mark" that must be met in order to substantiate claims. If the percentage of participants that marked a "Satisfied" score is equal to or greater than the "Pass Mark", the table will display an Asterisk* next to the "Satisfied" percentage.

5 Options Range Scale Parameters: Description: 1= Not Satisfied, 2= Not Satisfied, 3=Neutral, 4=Satisfied, 5=Satisfied 66.00 and above is the assigned "Pass Mark" for this answer group.

6 Options Range Scale Parameters: Description: 1= Not Satisfied, 2= Not Satisfied, 3= Not Satisfied, 4= Satisfied, 5= Satisfied, 6= Satisfied 66.00 and above is the assigned "Pass Mark" for this answer group.

Satisfaction Rating	N			%		
	Satisfied	Neutral	Not Satisfied	Satisfied	Neutral	Not Satisfied
Q1. Do you currently suffer from any tooth sensitivity?	N/A	N/A	N/A	N/A	N/A	N/A
Q2. Do you experience tooth sensitivity from using a tooth whitening product (outside of the past year)?	N/A	N/A	N/A	N/A	N/A	N/A
Q3. Have you previously used teeth whitening products (outside of the past year)? Mark all that apply.	N/A	N/A	N/A	N/A	N/A	N/A
Q4. Please select which of the below you currently enjoy regularly: Mark all that apply.	N/A	N/A	N/A	N/A	N/A	N/A
Q5. Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)	N/A	N/A	N/A	N/A	N/A	N/A
Q6. Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)	N/A	N/A	N/A	N/A	N/A	N/A
Q7. Do you have a photo of your teeth to upload?	N/A	N/A	N/A	N/A	N/A	N/A
Q8. Which shade best reflects the shade of your top two front teeth?	N/A	N/A	N/A	N/A	N/A	N/A
Q9. Which shade best reflects the shade of your bottom two middle teeth?	N/A	N/A	N/A	N/A	N/A	N/A
Q10. Did you experience any of the following?	N/A	N/A	N/A	N/A	N/A	N/A
Q11. Did you experience sensitivity when using this product? (Be Superb - 10%)	8	7	35	16	14	70
Q11. Did you experience sensitivity when using this product? (Be Superb - 12%)	4	7	36	8.51	14.89	76.6
Q11. Did you experience sensitivity when using this product? (Crest classic white)	5	7	31	11.63	16.28	72.09
Q12. My teeth are noticeably whiter after 1 days use (Be Superb - 10%)	13	23	14	26	46	28
Q12. My teeth are noticeably whiter after 1 days use (Be Superb - 12%)	16	14	17	34.04	29.79	36.17

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Study Report
Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023

Q12. My teeth are noticeably whiter after 1 days use (Crest classic white)	17	15	11	39.53	34.88	25.58
Q13. Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)	N/A	N/A	N/A	N/A	N/A	N/A
Q14. Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)	N/A	N/A	N/A	N/A	N/A	N/A
Q15. Did you experience any of the following?	N/A	N/A	N/A	N/A	N/A	N/A
Q16. Did you experience sensitivity when using this product? (Be Superb - 10%)	8	7	35	16	14	70
Q16. Did you experience sensitivity when using this product? (Be Superb - 12%)	4	8	35	8.51	17.02	74.47
Q16. Did you experience sensitivity when using this product? (Crest classic white)	13	6	24	30.23	13.95	55.81
Q17. My teeth are noticeably whiter after 3 days use (Be Superb - 10%)	23	13	14	46	26	28
Q17. My teeth are noticeably whiter after 3 days use (Be Superb - 12%)	26	13	8	55.32	27.66	17.02
Q17. My teeth are noticeably whiter after 3 days use (Crest classic white)	29	11	3	67.44*	25.58	6.98
Q18. Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)	N/A	N/A	N/A	N/A	N/A	N/A
Q19. Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)	N/A	N/A	N/A	N/A	N/A	N/A
Q20. Did you experience any of the following?	N/A	N/A	N/A	N/A	N/A	N/A
Q21. Did you experience sensitivity when using this product? (Be Superb - 10%)	9	7	34	18	14	68
Q21. Did you experience sensitivity when using this product? (Be Superb - 12%)	4	7	35	8.7	15.22	76.09
Q21. Did you experience sensitivity when using this product? (Crest classic white)	12	8	23	27.91	18.6	53.49
Q22. Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)	N/A	N/A	N/A	N/A	N/A	N/A
Q23. Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)	N/A	N/A	N/A	N/A	N/A	N/A
Q24. Did you experience any of the following?	N/A	N/A	N/A	N/A	N/A	N/A
Q25. Did you experience sensitivity when using this product? (Be Superb - 10%)	8	9	33	16	18	66
Q25. Did you experience sensitivity when using this product? (Be Superb - 12%)	3	8	36	6.38	17.02	76.6
Q25. Did you experience sensitivity when using this product? (Crest classic white)	12	7	24	27.91	16.28	55.81

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Q26. Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)	N/A	N/A	N/A	N/A	N/A	N/A
Q27. Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)	N/A	N/A	N/A	N/A	N/A	N/A
Q28. <span style="font-size:10.0pt;font-family:"Arial",sans-serif;mso-fareast-font-family:Calibri;mso-fareast-theme-font:minor-latin;mso-ansi-language:EN-GB;mso-fareast-language:EN-GB;mso-bidi-language:AR-SA">Did you experienceany of the following?	N/A	N/A	N/A	N/A	N/A	N/A
Q29. Did you experience sensitivity when using this product? (Be Superb - 10%)	9	6	35	18	12	70
Q29. Did you experience sensitivity when using this product? (Be Superb - 12%)	4	6	37	8.51	12.77	78.72
Q29. Did you experience sensitivity when using this product? (Crest classic white)	12	8	23	27.91	18.6	53.49
Q30. Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)	N/A	N/A	N/A	N/A	N/A	N/A
Q31. Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)	N/A	N/A	N/A	N/A	N/A	N/A
Q32. The strips are easy to apply - Top teeth (Be Superb - 10%)	37	5	8	74*	10	16
Q32. The strips are easy to apply - Top teeth (Be Superb - 12%)	34	4	9	72.34*	8.51	19.15
Q32. The strips are easy to apply - Top teeth (Crest classic white)	31	5	7	72.09*	11.63	16.28
Q33. The strips are easy to apply - Bottom teeth (Be Superb - 10%)	32	6	12	64	12	24
Q33. The strips are easy to apply - Bottom teeth (Be Superb - 12%)	30	6	11	63.83	12.77	23.4
Q33. The strips are easy to apply - Bottom teeth (Crest classic white)	35	7	1	81.4*	16.28	2.33
Q34. The taste of the strips is pleasant (Be Superb - 10%)	35	7	8	70*	14	16
Q34. The taste of the strips is pleasant (Be Superb - 12%)	32	11	4	68.09*	23.4	8.51
Q34. The taste of the strips is pleasant (Crest classic white)	27	14	2	62.79	32.56	4.65
Q35. The texture of the strips while dissolving is pleasant (Be Superb - 10%)	31	8	11	62	16	22
Q35. The texture of the strips while dissolving is pleasant (Be Superb - 12%)	36	6	5	76.6*	12.77	10.64
Q35. The texture of the strips while dissolving is pleasant (Crest classic white)	28	12	3	65.12	27.91	6.98
Q36. Did you experience any of the following?	N/A	N/A	N/A	N/A	N/A	N/A

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Ayton Global Research/Bsolve Dental
Client Reference: | AGR Study Code: STU6781
Product Name(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Product Code(s): Be Superb - 10%, Be Superb - 12%, Crest classic white
Date of Report: 12/05/2023

Q37. Did you have any residue left on your teeth after your session? (Be Superb - 10%)	11	9	30	22	18	60
Q37. Did you have any residue left on your teeth after your session? (Be Superb - 12%)	5	8	34	10.64	17.02	72.34
Q37. Did you have any residue left on your teeth after your session? (Crest classic white)	5	13	25	11.63	30.23	58.14
Q38. Did you experience sensitivity when using this product?	N/A	N/A	N/A	N/A	N/A	N/A
Q39. If yes, when?	N/A	N/A	N/A	N/A	N/A	N/A
Q40. Compared to other whitening products, how would you describe your sensitivity?	N/A	N/A	N/A	N/A	N/A	N/A
Q41. At the end of the study, my teeth appear noticeably whiter? (Be Superb - 10%)	33	10	7	66*	20	14
Q41. At the end of the study, my teeth appear noticeably whiter? (Be Superb - 12%)	37	4	6	78.72*	8.51	12.77
Q41. At the end of the study, my teeth appear noticeably whiter? (Crest classic white)	36	7	0	83.72*	16.28	0
Q42. At any point in the study, did your friends/family comment on your teeth appearing noticeably whiter?	N/A	N/A	N/A	N/A	N/A	N/A
Q43. If yes, could you please note after how many treatments?	N/A	N/A	N/A	N/A	N/A	N/A
Q44. My teeth are whiter as a result of using the product (Be Superb - 10%)	32	11	7	64	22	14
Q44. My teeth are whiter as a result of using the product (Be Superb - 12%)	36	5	6	76.6*	10.64	12.77
Q44. My teeth are whiter as a result of using the product (Crest classic white)	37	6	0	86.05*	13.95	0
Q45. How many years of stains did it appear were removed from your teeth?	N/A	N/A	N/A	N/A	N/A	N/A
Q46. Would you use this product again?	N/A	N/A	N/A	N/A	N/A	N/A
Q47. I would use this product as an ongoing "smile maintenance" program (Be Superb - 10%)	38	5	7	76*	10	14
Q47. I would use this product as an ongoing "smile maintenance" program (Be Superb - 12%)	35	7	5	74.47*	14.89	10.64
Q47. I would use this product as an ongoing "smile maintenance" program (Crest classic white)	36	4	3	83.72*	9.3	6.98
Q48. How often would you use this product?	N/A	N/A	N/A	N/A	N/A	N/A
Q49. I would use this product before a key social event, e.g., wedding, holiday, Christmas party, birthday party. (Be Superb - 10%)	37	10	3	74*	20	6
Q49. I would use this product before a key social event, e.g., wedding, holiday, Christmas party, birthday party. (Be	35	6	6	74.47*	12.77	12.77

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Superb - 12%)						
Q49. I would use this product before a key social event, e.g., wedding, holiday, Christmas party, birthday party. (Crest classic white)	39	4	0	90.7*	9.3	0
Q50. The instructions to use the product are easy to follow (Be Superb - 10%)	43	6	1	86*	12	2
Q50. The instructions to use the product are easy to follow (Be Superb - 12%)	42	5	0	89.36*	10.64	0
Q50. The instructions to use the product are easy to follow (Crest classic white)	40	2	1	93.02*	4.65	2.33
Q51. If there was to be an improvement in whitening performance I would use this product with a light source - please see picture for example light source. (Be Superb - 10%)	47	3	0	94*	6	0
Q51. If there was to be an improvement in whitening performance I would use this product with a light source - please see picture for example light source. (Be Superb - 12%)	37	8	2	78.72*	17.02	4.26
Q51. If there was to be an improvement in whitening performance I would use this product with a light source - please see picture for example light source. (Crest classic white)	39	3	1	90.7*	6.98	2.33
Q52. What did you like MOST about the product?	N/A	N/A	N/A	N/A	N/A	N/A
Q53. What did you like LEAST about the product?	N/A	N/A	N/A	N/A	N/A	N/A
Q54. I would expect to pay $XX for a product like this.	N/A	N/A	N/A	N/A	N/A	N/A
Q55. I would pay a higher price for the product if the packaging components were recyclable (Be Superb - 10%)	15	24	11	30	48	22
Q55. I would pay a higher price for the product if the packaging components were recyclable (Be Superb - 12%)	12	25	10	25.53	53.19	21.28
Q55. I would pay a higher price for the product if the packaging components were recyclable (Crest classic white)	10	20	13	23.26	46.51	30.23
Q56. The sachets are currently non-recyclable. Would your opinion of the product improve if sachets could be recycled/composted (Be Superb - 10%)	19	24	7	38	48	14
Q56. The sachets are currently non-recyclable. Would your opinion of the product improve if sachets could be recycled/composted (Be Superb - 12%)	19	14	14	40.43	29.79	29.79
Q56. The sachets are currently non-recyclable. Would your opinion of the product improve if sachets could be recycled/composted (Crest classic white)	18	20	5	41.86	46.51	11.63
Q57. I would prefer to use the strips twice/several times a	28	11	11	56	22	22

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day for a reduced number of days if I was to achieve similar whitening results. (Be Superb - 10%)						
Q57. I would prefer to use the strips twice/several times a day for a reduced number of days if I was to achieve similar whitening results. (Be Superb - 12%)	23	14	10	48.94	29.79	21.28
Q57. I would prefer to use the strips twice/several times a day for a reduced number of days if I was to achieve similar whitening results. (Crest classic white)	22	12	9	51.16	27.91	20.93
Q58. Do you have an after photo to upload?	N/A	N/A	N/A	N/A	N/A	N/A
Q59. Which product did you use during the trial?	N/A	N/A	N/A	N/A	N/A	N/A
Q60. How would you describe the dissolution time (Be Superb - 10%)	6	20	6	18.75	62.5	18.75
Q60. How would you describe the dissolution time (Be Superb - 12%)	1	29	4	2.94	85.29	11.76
Q60. How would you describe the dissolution time (Crest classic white)	0	4	0	0	100	0
Q61. How long on average did it take for the strips to dissolve on top (Be Superb - 10%)	3	N/A	29	9.38	N/A	90.62
Q61. How long on average did it take for the strips to dissolve on top (Be Superb - 12%)	5	N/A	29	14.71	N/A	85.29
Q61. How long on average did it take for the strips to dissolve on top (Crest classic white)	2	N/A	2	50	N/A	50
Q62. How long on average did it take for the strips to dissolve on bottom (Be Superb - 10%)	4	N/A	28	12.5	N/A	87.5
Q62. How long on average did it take for the strips to dissolve on bottom (Be Superb - 12%)	6	N/A	28	17.65	N/A	82.35
Q62. How long on average did it take for the strips to dissolve on bottom (Crest classic white)	2	N/A	2	50	N/A	50
Q63. I like that I can use the strips anytime, anywhere, on the go (Be Superb - 10%)	23	4	4	74.19*	12.9	12.9
Q63. I like that I can use the strips anytime, anywhere, on the go (Be Superb - 12%)	26	7	1	76.47*	20.59	2.94
Q63. I like that I can use the strips anytime, anywhere, on the go (Crest classic white)	2	0	2	50	0	50
Q64. I like how the design allows me to use the strips at night (Be Superb - 10%)	24	1	6	77.42*	3.23	19.35
Q64. I like how the design allows me to use the strips at night (Be Superb - 12%)	28	5	1	82.35*	14.71	2.94
Q64. I like how the design allows me to use the strips at night (Crest classic white)	3	1	0	75*	25	0
Q65. How would you change the instructions to make the strips easier to apply?	N/A	N/A	N/A	N/A	N/A	N/A

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strips easier to apply?						
Q66. What advice would you give to people who are trying the strips for the first time?	N/A	N/A	N/A	N/A	N/A	N/A
Q67. Please refer to image of potential configurations of strips. You used strip size C during study. Could you please indicate if you would prefer to use the strips in any of the other configurations?	N/A	N/A	N/A	N/A	N/A	N/A

Comments

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APPENDIX 2 - MEAN AND STANDARD ERROR TABLE

Summary Statistics	Mean	Std. Dev.
Q1. Do you currently suffer from any tooth sensitivity?	N/A	N/A
Q2. Do you experience tooth sensitivity from using a tooth whitening product (outside of the past year)?	N/A	N/A
Q3. Have you previously used teeth whitening products (outside of the past year)? Mark all that apply.	N/A	N/A
Q4. Please select which of the below you currently enjoy regularly: Mark all that apply.	N/A	N/A
Q5. Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)	N/A	N/A
Q6. Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)	N/A	N/A
Q7. Do you have a photo of your teeth to upload?	N/A	N/A
Q8. Which shade best reflects the shade of your top two front teeth?	N/A	N/A
Q9. Which shade best reflects the shade of your bottom two middle teeth?	N/A	N/A
Q10. Did you experience any of the following?	N/A	N/A
Q11. Did you experience sensitivity when using this product? (Be Superb - 10%)	1.94	1.25
Q11. Did you experience sensitivity when using this product? (Be Superb - 12%)	1.81	1.17
Q11. Did you experience sensitivity when using this product? (Crest classic white)	1.88	1.07
Q12. My teeth are noticeably whiter after 1 days use (Be Superb - 10%)	2.8	1.25
Q12. My teeth are noticeably whiter after 1 days use (Be Superb - 12%)	2.98	1.33
Q12. My teeth are noticeably whiter after 1 days use (Crest classic white)	3.12	1.07
Q13. Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)	N/A	N/A
Q14. Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)	N/A	N/A
Q15. Did you experience any of the following?	N/A	N/A
Q16. Did you experience sensitivity when using this product? (Be Superb - 10%)	1.86	1.18

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Q16. Did you experience sensitivity when using this product? (Be Superb - 12%)	1.85	1.23
Q16. Did you experience sensitivity when using this product? (Crest classic white)	2.3	1.37
Q17. My teeth are noticeably whiter after 3 days use (Be Superb - 10%)	3.22	1.3
Q17. My teeth are noticeably whiter after 3 days use (Be Superb - 12%)	3.49	1.27
Q17. My teeth are noticeably whiter after 3 days use (Crest classic white)	3.79	0.91
Q18. Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)	N/A	N/A
Q19. Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)	N/A	N/A
Q20. Did you experience any of the following?	N/A	N/A
Q21. Did you experience sensitivity when using this product? (Be Superb - 10%)	1.94	1.25
Q21. Did you experience sensitivity when using this product? (Be Superb - 12%)	1.76	1.14
Q21. Did you experience sensitivity when using this product? (Crest classic white)	2.35	1.33
Q22. Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)	N/A	N/A
Q23. Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)	N/A	N/A
Q24. Did you experience any of the following?	N/A	N/A
Q25. Did you experience sensitivity when using this product? (Be Superb - 10%)	1.94	1.19
Q25. Did you experience sensitivity when using this product? (Be Superb - 12%)	1.66	1.05
Q25. Did you experience sensitivity when using this product? (Crest classic white)	2.28	1.35
Q26. Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)	N/A	N/A
Q27. Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)	N/A	N/A
Q28. <span style="font-size:10.0pt;font-family:"Arial",sans-serif;mso-fareast-font-family:Calibri;mso-fareast-theme-font:minor-latin;mso-ansi-language:EN-GB;mso-fareast-language:EN-GB;mso-bidi-language:AR-SA">Did you experienceany of the following?	N/A	N/A

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Q29. Did you experience sensitivity when using this product? (Be Superb - 10%)	1.96	1.28
Q29. Did you experience sensitivity when using this product? (Be Superb - 12%)	1.7	1.06
Q29. Did you experience sensitivity when using this product? (Crest classic white)	2.35	1.38
Q30. Which shade best reflects the shade of your top two front teeth (labelled scale 1-24)	N/A	N/A
Q31. Which shade best reflects the shade of your bottom two middle teeth (labelled scale 1-24)	N/A	N/A
Q32. The strips are easy to apply - Top teeth (Be Superb - 10%)	3.9	1.3
Q32. The strips are easy to apply - Top teeth (Be Superb - 12%)	3.98	1.31
Q32. The strips are easy to apply - Top teeth (Crest classic white)	3.98	1.39
Q33. The strips are easy to apply - Bottom teeth (Be Superb - 10%)	3.62	1.38
Q33. The strips are easy to apply - Bottom teeth (Be Superb - 12%)	3.7	1.35
Q33. The strips are easy to apply - Bottom teeth (Crest classic white)	4.23	0.81
Q34. The taste of the strips is pleasant (Be Superb - 10%)	3.9	1.18
Q34. The taste of the strips is pleasant (Be Superb - 12%)	3.89	1.07
Q34. The taste of the strips is pleasant (Crest classic white)	3.86	0.89
Q35. The texture of the strips while dissolving is pleasant (Be Superb - 10%)	3.6	1.36
Q35. The texture of the strips while dissolving is pleasant (Be Superb - 12%)	3.98	1.07
Q35. The texture of the strips while dissolving is pleasant (Crest classic white)	3.86	0.91
Q36. Did you experience any of the following?	N/A	N/A
Q37. Did you have any residue left on your teeth after your session? (Be Superb - 10%)	2.34	1.27
Q37. Did you have any residue left on your teeth after your session? (Be Superb - 12%)	2.11	1.01
Q37. Did you have any residue left on your teeth after your session? (Crest classic white)	2.33	1.02
Q38. Did you experience sensitivity when using this product?	N/A	N/A
Q39. If yes, when?	N/A	N/A

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Q40. Compared to other whitening products, how would you describe your sensitivity?	N/A	N/A
Q41. At the end of the study, my teeth appear noticeably whiter? (Be Superb - 10%)	3.84	1.2
Q41. At the end of the study, my teeth appear noticeably whiter? (Be Superb - 12%)	4.04	1.12
Q41. At the end of the study, my teeth appear noticeably whiter? (Crest classic white)	4.21	0.71
Q42. At any point in the study, did your friends/family comment on your teeth appearing noticeably whiter?	N/A	N/A
Q43. If yes, could you please note after how many treatments?	N/A	N/A
Q44. My teeth are whiter as a result of using the product (Be Superb - 10%)	3.84	1.27
Q44. My teeth are whiter as a result of using the product (Be Superb - 12%)	4.02	1.24
Q44. My teeth are whiter as a result of using the product (Crest classic white)	4.26	0.69
Q45. How many years of stains did it appear were removed from your teeth?	N/A	N/A
Q46. Would you use this product again?	N/A	N/A
Q47. I would use this product as an ongoing "smile maintenance" program (Be Superb - 10%)	3.92	1.26
Q47. I would use this product as an ongoing "smile maintenance" program (Be Superb - 12%)	4.13	1.26
Q47. I would use this product as an ongoing "smile maintenance" program (Crest classic white)	4.26	1.05
Q48. How often would you use this product?	N/A	N/A
Q49. I would use this product before a key social event, e.g., wedding, holiday, Christmas party, birthday party. (Be Superb - 10%)	4.14	1.07
Q49. I would use this product before a key social event, e.g., wedding, holiday, Christmas party, birthday party. (Be Superb - 12%)	4.13	1.3
Q49. I would use this product before a key social event, e.g., wedding, holiday, Christmas party, birthday party. (Crest classic white)	4.56	0.67
Q50. The instructions to use the product are easy to follow (Be Superb - 10%)	4.56	0.86
Q50. The instructions to use the product are easy to follow (Be Superb - 12%)	4.6	0.68

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Q50. The instructions to use the product are easy to follow (Crest classic white)	4.7	0.67
Q51. If there was to be an improvement in whitening performance I would use this product with a light source - please see picture for example light source. (Be Superb - 10%)	4.68	0.59
Q51. If there was to be an improvement in whitening performance I would use this product with a light source - please see picture for example light source. (Be Superb - 12%)	4.32	0.91
Q51. If there was to be an improvement in whitening performance I would use this product with a light source - please see picture for example light source. (Crest classic white)	4.58	0.82
Q52. What did you like MOST about the product?	N/A	N/A
Q53. What did you like LEAST about the product?	N/A	N/A
Q54. I would expect to pay $XX for a product like this.	N/A	N/A
Q55. I would pay a higher price for the product if the packaging components were recyclable (Be Superb - 10%)	3.1	1.09
Q55. I would pay a higher price for the product if the packaging components were recyclable (Be Superb - 12%)	3.02	1.15
Q55. I would pay a higher price for the product if the packaging components were recyclable (Crest classic white)	2.79	1.23
Q56. The sachets are currently non-recyclable. Would your opinion of the product improve if sachets could be recycled/composted (Be Superb - 10%)	3.26	1.07
Q56. The sachets are currently non-recyclable. Would your opinion of the product improve if sachets could be recycled/composted (Be Superb - 12%)	3.19	1.31
Q56. The sachets are currently non-recyclable. Would your opinion of the product improve if sachets could be recycled/composted (Crest classic white)	3.51	0.96
Q57. I would prefer to use the strips twice/several times a day for a reduced number of days if I was to achieve similar whitening results. (Be Superb - 10%)	3.56	1.33
Q57. I would prefer to use the strips twice/several times a day for a reduced number of days if I was to achieve similar whitening results. (Be Superb - 12%)	3.45	1.25
Q57. I would prefer to use the strips twice/several times a day for a reduced number of days if I was to achieve similar whitening results. (Crest classic white)	3.47	1.32

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Q58. Do you have an after photo to upload?	N/A	N/A
Q59. Which product did you use during the trial?	N/A	N/A
Q60. How would you describe the dissolution time (Be Superb - 10%)	2.97	0.93
Q60. How would you describe the dissolution time (Be Superb - 12%)	2.88	0.48
Q60. How would you describe the dissolution time (Crest classic white)	3	0
Q61. How long on average did it take for the strips to dissolve on top (Be Superb - 10%)	2.34	1.26
Q61. How long on average did it take for the strips to dissolve on top (Be Superb - 12%)	2.47	1.08
Q61. How long on average did it take for the strips to dissolve on top (Crest classic white)	3.5	2.38
Q62. How long on average did it take for the strips to dissolve on bottom (Be Superb - 10%)	2.22	1.34
Q62. How long on average did it take for the strips to dissolve on bottom (Be Superb - 12%)	2.41	1.1
Q62. How long on average did it take for the strips to dissolve on bottom (Crest classic white)	3.5	2.38
Q63. I like that I can use the strips anytime, anywhere, on the go (Be Superb - 10%)	4.16	1.19
Q63. I like that I can use the strips anytime, anywhere, on the go (Be Superb - 12%)	4.18	0.97
Q63. I like that I can use the strips anytime, anywhere, on the go (Crest classic white)	3	1.83
Q64. I like how the design allows me to use the strips at night (Be Superb - 10%)	4.13	1.26
Q64. I like how the design allows me to use the strips at night (Be Superb - 12%)	4.12	0.88
Q64. I like how the design allows me to use the strips at night (Crest classic white)	4.25	0.96
Q65. How would you change the instructions to make the strips easier to apply?	N/A	N/A
Q66. What advice would you give to people who are trying the strips for the first time?	N/A	N/A
Q67. Please refer to image of potential configurations of strips. You used strip size C during study. Could you please indicate if you would prefer to use the strips in any of the other configurations?	N/A	N/A

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Produced By

Ayton Global Research
Doulting Stone Works
West Cranmore Quarry
Nr Shepton Mallet
Somerset, BA4 4QP
+44 1749 344 464
support@aytonresearch.com
https://aytonglobalresearch.com/

APPENDIX 3 - LEGISLATIVE INFORMATION CONCERNING INVESTIGATIONAL PRODUCT

Europe

- Ayton Global Research conducts all cosmetic studies in accordance with the EU Cosmetics Regulation ((EC) No. 1223/2009) and any amendments.
- Its innocuousness and the absence of foreseeable serious risk for the health of the subjects who took part in the study.
- The principle of good Clinical Practices (International recommendations ICH E - of 1/5/1996, Directive of the European Parliament and Council 2001/20/EC-OJ/EC of 1/5/2001).

USA

- The AGR Service is compliant with the FDA Federal Food, Drug, and Cosmetic Act (FD&C Act).

India

- The compliance of the formulation with the Council Directive 76/768/EEC of 27/07/1976 covering the harmonisation of the legislations of the member states relating to cosmetic products, its success amendments and particularly the Directive 93/35/EEC of 14/06/1193 and the Directive 2003/15/EC of 27/02/2003
- Its innocuousness and absence of foreseeable serious risk for the health of the subjects who took part in the study.
- The principle of good Clinical Practives (International recommendations ICH E - of 1/5/1996, Directive of the European Parliament and Council 2001/20/EC-OJ/EC of 1/5/2001).

China

- The compliance of the formulation with the Council Directive 76/768/EEC of 27/07/1976 covering the harmonisation of the legislations of the member states relating to cosmetic products, its success amendments and particularly the Directive 93/35/EEC of 14/06/1193 and the Directive 2003/15/EC of 27/02/2003
- Its innocuousness and absence of foreseeable serious risk for the health of the subjects who took part in the study.
- The principle of good Clinical Practives (International recommendations ICH E - of 1/5/1996, Directive of the European Parliament and Council 2001/20/EC-OJ/EC of 1/5/2001).

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APPENDIX 4 - QUALITY ASSURANCE

This Study has been audited Offline, under Ayton Global Research auditing procedures.

AGR Personnel

Study Manager: Mr Ciaran Jones

I Mr Ciaran Jones , declare that the conduct and audit of the Study Instance was carried out in accordance with the procedures of the Ayton Global Research Quality Management System, ISO 9001 quality standard, ESOMAR, MRS and/or MRC principles and guidelines or any other applicable standards associated with the territories in which the Study Instance has been carried out, on 06/01/2023.

Study Auditor: Ms Kirsty Guymer

I Ms Kirsty Guymer , declare that the audit of the Study Instance was carried out under my responsibility and conducted in accordance with the procedures of the Ayton Global Research Quality Management System, ISO 9001 quality standard, ESOMAR, MRS and/or MRC principles and guidelines or any other applicable standards associated with the territories in which the Study Instance has been carried out, on 06/01/2023.

Quality Assurance Manager / Internal Auditor: Mr Robert Ayton

I Mr Robert Ayton , declare that the audit of the Study Instance was conducted in accordance with the procedures of the Ayton Global Research Quality Management System, ISO 9001 quality standard, ESOMAR, MRS and/or MRC principles and guidelines or any other applicable standards associated with the territories in which the Study has been carried out, on 06/01/2023.

Managing Director: Miss Susan Ayton

I Miss Susan Ayton , undertake the overall responsibility for Quality Standards.

Professional Staff:

Professional Staff listed above have conducted their work in accordance with the procedures of the Ayton Global Research Quality Management System, ISO 9001 quality standard, ESOMAR, MRS and/or MRC principles and guidelines or any other applicable standards associated with the territories in which the Study has been carried out.

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APPENDIX 5 - ADVERSE REACTIONS

7 out of 164 volunteers experienced an adverse reaction. Please download adverse reaction spreadsheet for details.

Comments

No comments have been left

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APPENDIX 6 - PANEL DATA

Comments

No comments have been left

Data Splits

The panel of volunteers for this study, and whose results are included in this report, are split as follows

Female	85.71
Male	14.29

20-29 Years	17.14
30-39 Years	40.00
40-49 Years	26.43
50-59 Years	11.43
60+ Years	5.00

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