Claims Reference Document: In-Vitro Whitening Study 329-LAB-22-004
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1.0 Introduction to the Study

This document references the results of Study Number: 329-LAB-22-004 an in-vitro laboratory report conducted by Intertek CRS and dated 13th November 2023. The study's analytical objective was to convert the total levels of whitening achieved by various whitening strip treatments on stained human enamel blocks into VITA Bleachedguide shades whiter. The report provides quantitative data on the whitening performance of different products, including "22091 – 12% Peroxide strip" and "Crest – Classic White", across multiple post-treatment time points (PT)

2.0 Basis for Product and Artwork Claims

The data and conclusions drawn from this in-vitro study (329-LAB-22-004) will form the basis for potential product and artwork claims for oral cosmetic products containing the 22091 formula. These claims highlight the observed superior performance of 22091 in terms of speed, efficacy, and overall whitening potential compared to a comparator product, Crest.

Important Note: As these claims are derived from an in-vitro study, any consumer-facing claims on product packaging or marketing materials should be appropriately qualified with disclaimers such as "In an in-vitro study" or "Laboratory tested," to ensure compliance with regulatory guidelines. Further clinical studies may be required for broader claims of in-vivo efficacy. The provided claims serve as a guide. A customer may adapt or create their own claims that convey the same benefits as required.

3.0 Suggested Claims and Supporting Data

Below are the suggested claims, accompanied by the relevant data points from Table 3: Mean Post-Treatment VITA Bleachedguide Shades Whiter (from the report 329-LAB-22-004).

Claim Category: Superior Effectiveness at PT3 (3 treatments)

Claim Wording: "Our formula (22091) demonstrated a superior whitening effect compared to Crest in an in-vitro study, achieving an average of 5.64 VITA Bleachedguide shades whiter compared to Crest's 2.66 shades."

Formulation	Mean shades whiter
22091	5.64
Crest	2.66

Claim Category: Approximately Twice as Effective at PT3 (3 treatments)

Claim Wording: "In laboratory testing, our formula (22091) was shown to be approximately twice as effective at whitening as Crest."

Formulation	Mean shades whiter
22091	5.64
Crest	2.66
(Calculation: 5.64 / 2.66 ≈ 2.12)	

Claim Category: Faster Whitening (Comparable Results in Fewer Treatments)

Claim Wording: "Experience accelerated whitening! Our advanced formula (22091) delivers comparable whitening results in just 3 treatments, whereas a leading competitor (Crest) requires 10 treatments to achieve a similar shade change, as demonstrated in an in-vitro study."

Formulation	Mean shades whiter
22091	5.64 after 3 treatments
Crest	5.37 after 10 treatments

Claim Category: Superior Initial Whitening

Claim Wording: "Experience a noticeable difference from the very first treatment. Our formula (22091) demonstrated over double the whitening effect of Crest after just one application in an in-vitro study (3.13 vs. 1.35 VITA Bleachedguide shades whiter)."

Formulation	Mean shades whiter
22091	3.13
Crest	1.35

Claim Category: Consistently More Effective

Claim Wording: "Our formula (22091) consistently outperformed Crest across all stages of the in-vitro study, providing superior whitening results at every measured time point."

Formulation	Mean shades whiter after number of treatments				
	1	3	7	10	14
22091	3.13	5.64	7.48	7.37	7.40
Crest	1.35	2.66	5.49	5.37	5.58