

## **A New Break Through In Teeth Whitening Industry**

*Ms. Joyce Osborn of Jasper, Alabama President /CEO, BEKS Incorporated and Inventor of Brite White Teeth Whitening System, Now launches THE BRITewHITE MINI*

**June 24, 2010 - [PRLog](#)** -- BriteWhite launches new product, the BriteWhite MINI

The consumer's now add BEKS Incorporated's BriteWhite MINI Teeth Whitening System for the spa, medical and consumer.

### FOR IMMEDIATE RELEASE

PRLog (Press Release) – Jun 23, 2010 – JASPER, AL. BEKS Incorporated/dba BriteWhite Teeth Whitening System®, a product and development company and worldwide provider of non-invasive medical and aesthetic devices, introduces the next generation for teeth whitening. BriteWhite Headset MINI is truly unique and the first complete FDA, CE and CSA cleared Blue LED light for inside-the-mouth teeth whitening with their new gel with Photo Initiator – it's mobile and housed in a beautiful monogrammed protective travel kit. Definitely for a bright, whiter smile, this innovative mini system is the cutting edge for teeth whitening. "You can now whiten your teeth while getting a manicure, a pedicure, reading a book, or in the convenience of the privacy of your home," says Joyce Osborn, President and CEO of BEKS Incorporated dba BriteWhite Teeth Whitening System®. "No more worries about having to take extra time and get your teeth whitening. You can now carry your own system anywhere you go and keep your teeth white or you can start up your own MINI Business for a fraction of the cost of professional systems, plus the perfect gift for that person that has everything! The BriteWhite MINI is the answer for kiosks without having to do the treatments or hassled with dental boards," she continued. Joyce is also the inventor of the BriteWhite Teeth Whitening System®.

BriteWhite MINI is a standalone system perfect for nail salons, spas, tanning salons, home parties, college, traveling or for the whole family. "BriteWhite MINI is safe, affordable and effective," continued Joyce. If you cannot afford a professional system for your spa, BriteWhite MINI is definitely for you. Unlike laser, plasma light, halogen and ultraviolet, this exciting technology utilizes cool Blue Light Emitting Diodes to activate the custom blend gel; attacking discolorations without effecting the pulp or softening the enamel. Ms. Osborn had used LEDs in her wellness spa for years to treat certain skin conditions and theorized that LEDs would be effective in teeth whitening. She consulted with a scientist friend who worked with LEDs for NASA and the friend confirmed her theories. Ms. Osborn followed the advice of her friend to patent the process and now holds the worldwide rights, FDA clearance and pending patent.

BriteWhite MINI treats the entire front and back teeth by inserting the mouth plate directly inside the mouth during the treatment time, without the aid of cheek retractors, rubber dams, or goggles. Other methods of teeth whitening can dehydrate the teeth causing sensitivity. The proprietary activating gel used with the BriteWhite MINI contains no fluoride, Potassium Nitrate or alcohol; keeping the teeth hydrated while whitening treatments are completed. You can expect immediate results, and routinely, a minimum of 4 – 6 shades is achieved in 20 minutes. Results have proven to be positive for hard to whiten teeth like Tetracycline. Studies have shown that the Blue LED also kills black bacteria that cause periodontal disease.

Although treatment is not recommended for everyone, especially those who are pregnant, BriteWhite MINI is safe enough to be used by patients receiving chemotherapy and radiation if approved by their oncologist.

BriteWhite MINI is designed as a complete mini teeth whitening system, which comes with a activating gels, shade guide and everything you need to whiten your teeth and maintain a pearly, glossy finish.

In addition to inventing the BriteWhite MINI, Joyce Osborn manufactures the BriteWhite II, for spas and salons and the BriteWhite Medical, for the dentist. She is the author of “Take a Walk through Life with LED Light” and founded and organized the Council for Cosmetic Teeth Whitening (CCTW), an organization for the benefit of providing teeth whitening outside the dental industry. “I feel that teeth whitening should be added to the esthetic industry as it is safe, affordable and quick,” says Ms. Osborn. “Plus, for those who do not want to go to a dentist or spa, they can now afford to whiten their own teeth in the luxury of their homes.

BEKS Incorporated continues to develop new products for non invasive treatments for ones appearance. DEALERS WELCOME..... Call Today...888/893-2063...www.britewhitesystem.com. BriteWhite System is not affiliated with BriteWhite Inc.

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BriteWhite System was introduced in Canada by Ms.Osborn in the early part of 2005 and is going strongly. The Head office of operation in Canada is at 248 Willow Street, Truro, Nova Scotia.

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City/Town	Truro
State/Province	Nova Scotia
Zip	B2N 5A2
Country	Canada
Industry	<a href="#">Medical</a> , Aesthetics, Dental
Tags	<a href="#">Teeth Whitening</a> , <a href="#">Britewhite</a> , <a href="#">Britewhite Mini</a> , <a href="#">Britewhite Headset</a>
Link	<a href="https://prlog.org/10757375">https://prlog.org/10757375</a>



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