



Hello WhiteShield! (Goodbye Coffee Teeth!)

WhiteShield is safe for you & your teeth. It is made from natural ingredients that have been used for years in thousands of other food & beverage products. All of these ingredients can be found in your local Vitamin Shoppe. It complies with all relevant FDA nutritional regulations. WhiteShield does not cause gum irritation or teeth sensitivity.

- **WhiteShield has no calories, no gluten, no dairy, and no nuts.** We are required to put a shellfish warning on the box because one of the ingredients is found in shellfish, so the FDA mandates the broad warning. The amount of the shellfish ingredient we use is miniscule.
- **WhiteShield does not change your coffee experience.** WhiteShield dissolves completely & quickly, and does not change the taste, color, consistency or aroma (or caffeine rush!) of your coffee. All of the many healthful benefits of coffee stay intact.
- **WhiteShield is effective from the very first use!** WhiteShield bonds the color molecules in coffee and prevents them from adhering to the microscopic pockets of your teeth. The ingredients are common; the chemistry is very complex.
 - WhiteShield protects your teeth from the very first cup of coffee you drink and eliminates any future staining.
 - With continued use (3-6 weeks, depending on condition of your teeth, the other staining influences in your diet), WhiteShield gently removes existing stains, resulting in whiter teeth.

Here are some additional points that you should know:

- **Serving information:** The amount of WhiteShield that is needed in a cup of coffee is more tied to the strength of the coffee than the volume. One stick packet of WhiteShield is good for 8 to 14 ounces of regular strength coffee. Many of our regular customers will put two stick packets in a stronger (like espresso) or much larger cup of coffee. WhiteShield dissolves in both hot and cold coffee, although you may have to stir (or shake, if bottled) the cold coffee more. You can even add WhiteShield to a cup of coffee you get at the drive-through when you may not have a stirrer. WhiteShield will dissolve and you will get protection.
- **Using WhiteShield with tea:** The color molecules in tea are very similar to those in coffee and have the same staining effect on teeth. WhiteShield works with tea every bit as well as with coffee, but it does cloud tea as if you had added a little cream. We are researching potential solutions to address the clouding issue in tea. While the color molecules in tea are similar to coffee, there are far less of them. You can cut the serving size to $\frac{1}{2}$ (even a $\frac{1}{4}$) and WhiteShield will still be effective.
- **WhiteShield for wine:** There are plans to introduce WhiteShield wine formulations in the future!
- **WhiteShield & cosmetic procedures:** The vast majority of our customers get their teeth cleaned and many do some whitening. WhiteShield extends the value of that work – again, depending on the amount of coffee and tea consumed.

WHITESHIELD®