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# Company History

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## The Global Leader In Teeth Whitening

In 1990, Opalescence™ teeth whitening was first released by Ultradent Products, Inc., pioneering the modern teeth whitening landscape with easy, innovative teeth whitening solutions provided by dentists. Since then, Opalescence whitening has brightened more than 100 million smiles and become the #1-selling professional teeth whitening brand.

Opalescence whitening's first prefilled tray system, Opalescence Go™ whitening trays, was released in 2013, giving millions of people access to the results they want in a way that's convenient for their lifestyles. Opalescence Go whitening features prefilled, disposable UltraFit™ trays that require no dental impressions or lab fabrication. Available in 10% and 15% hydrogen peroxide concentrations, the trays conform to any smile and can be worn for as little as 15–20 minutes (for 15% concentration) or 30–60 minutes (for 10% concentration) over 5 to 10 days for a whiter, brighter smile. The gel also incorporates potassium nitrate and fluoride for enhanced comfort. Opalescence Go whitening is vegan, gluten-free, and kosher certified.

Opalescence™ Whitening Toothpaste, released in 2016, is available in both Original and Sensitivity Relief formulas: the Original uses a dentist-developed silica blend to remove surface stains and lighten teeth up to two shades in about two weeks while also providing fluoride for enamel strengthening; the Sensitivity Relief version offers the same whitening benefit plus potassium nitrate to help ease tooth sensitivity.

The Opalescence whitening product family expanded in 2025 with the introduction of Opalescence™ whitening strips. Opalescence Whitening Strips are the first-ever strip-style product from Opalescence whitening, offering advanced, no-slip adhesive for secure and comfortable application. Opalescence Whitening Strips are made with the same enamel-safe ingredient that has made Opalescence #1-selling professional teeth whitening brand.

Along with the extensive direct-to-consumer options, Opalescence whitening also offers Opalescence™ Pro whitening (formerly known as Opalescence™ Boost™ whitening) and Opalescence™ Whitening Gel Refills. Opalescence Pro whitening is an in-office treatment, delivered by dental professionals. A chemically activated 40% hydrogen peroxide gel is applied in two to three 20-minute applications to lighten teeth up to five shades in about an hour. Opalescence Whitening Gel Refills are designed for use with customized take-home whitening trays or retainers. The teeth whitening gel is easily delivered with a syringe, with carbamide peroxide concentration options ranging from 10% to 45% for personalization to each patient's individualized needs.

Whether in-office or at-home, all Opalescence whitening products are designed by dentists to give users the results they want in a delivery method convenient for their lifestyles.

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## Created By Oral Care Experts

It all started in the late 1980s, when young Jaleena Fischer, the daughter of Ultradent's founder, Dr. Dan Fischer, persistently asked her father to develop something that could whiten her teeth. "Dad, I want my teeth whiter. Are you still working on your formula?" she persisted, even going so far as to leave sticky notes on his bedside table to remind him how important it was to her, especially at that time as a teenage girl.

Finally, after many trials and test formulas, Dr. Fischer created what would become Opalescence™ whitening's hallmark sticky, viscous teeth whitening gel, and he excitedly took it home to show his first customer, Jaleena.

After loading one side of a whitening tray with the gel and leaving the other side empty, Dr. Fischer told Jaleena to wear the tray to bed and then to come find him first thing in the morning so they could remove the tray together to see the results. The gel brightened Jaleena's teeth two shades in just one night.

Dr. Fischer knew this was a breakthrough that could help millions of people around the world improve their lives through improving their smile.

And he was right. What started as a way to help his daughter grew to become the #1-selling professional teeth whitening brand, brightening more than 100 million smiles since the official release of Opalescence whitening in 1990.

As Opalescence whitening has grown, each step has been guided by our clinical team of practicing dentists, ensuring patient safety and satisfaction continue to drive innovation. Opalescence whitening and parent company Ultradent employ a team of leading dentists from around the world who are heavily involved in product development. This team is led by Chief Clinical Affairs officer Dr. Jaleena Fischer-Jessop, DDS: the initial inspiration for Opalescence whitening is now pioneering the next generation of teeth whitening advancements.

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## About Us

### OPALESCENCE™ TEETH WHITENING PRODUCTS

#### *75-Word Description*

In 1990, Opalescence™ teeth whitening products burst onto the dental market, pioneering the modern teeth whitening landscape with its sticky, viscous gel formula and custom-scalloped soft trays. Since then, the brand has expanded to provide a variety of innovative teeth whitening solutions to people globally. Backed by double-blind studies and research, Opalescence whitening has become the #1-selling professional teeth whitening brand and has proudly whitened over 100 million smiles.

### OPALESCENCE GO PREFILLED WHITENING TRAYS

#### *50-Word Description*

Formulated by the dentists, Opalescence Go™ whitening is a prefilled tray system that delivers professional-level whitening at home. The UltraFit™ trays require no impressions or lab work and come in 10% or 15% hydrogen peroxide concentrations. Opalescence Go trays are designed for ease, speed, and trusted results.

#### *100-Word Description*

Created by the dentist-led team behind the #1-selling professional whitening brand, Opalescence Go™ whitening combines premium results with at-home convenience. The kit includes prefilled UltraFit™ trays that

conform comfortably to any smile, eliminating the need for impressions or custom molds. Offered in 10% or 15% hydrogen peroxide strengths, users wear the trays for as little as 15–20 minutes (15% strength) or 30–60 minutes (10% strength) across 5 to 10 days for whiter teeth. Containing potassium nitrate and fluoride for enhanced comfort, Opalescence Go trays are also gluten-free, vegan and kosher-certified.

### ULTRADENT PRODUCTS, INC. (PARENT COMPANY)

Ultradent Products, Inc., is a leading developer and manufacturer of high-tech dental materials, devices, and instruments worldwide. Ultradent's vision is to improve oral health globally. Ultradent also works to improve the quality of life and health of individuals through financial and charitable programs and is celebrating 47 years in business this year. Ultradent has been named to Fortune's Top Ten Best Large Workplaces in Manufacturing and Production every year since 2021 and was honored on PEOPLE's Companies That Care list in 2023. Ultradent is also Great Place to Work Certified.