FOR IMMEDIATE RELEASE

DMG Introduces Flairesse Bleaching Gel CP to Simplify Whitening Workflows and Support Patient Comfort

New solution completes minimally invasive workflow for whitening and treating enamel opacities

Ridgefield Park, New Jersey – November 2, 2026. — DMG America, the manufacturer of Icon Smooth Surface Infiltration Concept for minimally invasive treatment of enamel opacities, is pleased to announce the U.S. commercial launch of its Flairesse Bleaching Gel CP line of professional, carbamide peroxide-based take-home medical bleaching solutions formulated to deliver effective whitening for both young and adult patients with reduced sensitivity.

The medical device, Flairesse line comprises three innovative products. Intended for use with patients under age 18, Flairesse Bleaching Gel CP 5% and Flairesse Bleaching Gel CP 10% are designed to gently improve the appearance of developmental enamel opacities associated with fluorosis, trauma and enamel defects as part of a medical treatment. They also comfortably treat discolorations of permanent teeth caused by medical treatments. Flairesse Bleaching Gel CP 10% and 16% formulations are additionally indicated for adult patients to gently whiten intrinsic and extrinsic discolorations without the need for an overhead light.

The Flairesse bleaching solution is a critical step in the Icon infiltration procedure, developed as a medical device to for the treatment of enamel opacities. Flairesse Bleaching Gel CP 5% and Flairesse Bleaching Gel CP 10% used prior to resin infiltration helps white spot lesions blend more seamlessly with surrounding enamel and create a more uniform and aesthetically pleasing tooth shade. For optimal results with this application, DMG recommends the patients use its DentaMile 3D printed bleaching trays for a flexible, precision-fit tray that will prevent gel leakage on gingiva and provide a more comfortable fit for the patient.

“With Flairesse Bleaching Gel CP, we’re bringing whitening, Icon resin infiltration and DentaMile bleaching trays together in a streamlined, minimally invasive workflow. This launch reflects our commitment to giving dental professionals practical solutions that support patient comfort while helping them address discoloration and enamel opacities with confidence,” said Mark Trimmer, General Manager of DMG America.

DMG took a very intentional approach to ensure that the Flairesse line would exhibit an exceptional ability to minimize tooth sensitivity. The carbamide peroxide formulation

delivers gradual, even whitening, with an extended application time that promotes a gentler whitening process. The formulation also contains potassium nitrate, which prevents the whitening agents from irritating the tooth's nerves through its potassium ions that diffuse through the dentinal tubules toward the dental pulp.

The take-home treatment protocol for all three products achieves the material properties required by DIN EN ISO 28399 with a minimum application time of just one hour per day over a 10-day period that requires only a single, resealable, 5 ml syringe.
The Flairesse Bleaching Gel CP, Icon and DentaMile solutions are available from leading dental product distributors and partner labs throughout the United States.

About DMG

DMG manufactures and distributes dental materials and equipment recognized internationally for quality and innovation. Its portfolio includes Luxatemp®, LuxaCore® Z Dual, Icon® caries infiltrant, and the DentaMile® 3D printing solution, including software, hardware and resins. Through innovation and collaboration, DMG provides integrated solutions that help dental and laboratory professionals streamline workflows, meet their clinical needs and improve patient outcomes. For more information about DMG products, visit www.dmg-america.com or call 800-662-6383.

A smile ahead together.



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