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Make Your Smile Ionic™

Tanda Introduces Pearl™, the First and Only Ionic Teeth Whitening System

NEW YORK, NEW YORK (February 13, 2012) – Tanda, the pioneer in energy-based, home-use beauty devices, introduces Tanda Pearl™, the first at-home teeth whitening device to utilize a patented ionic technology. This breakthrough technology utilizes short 5 minute treatments to activate the Pearl Ionic Whitening Gel which penetrates stains below the enamel surface, providing a new benchmark for whitening and brightening teeth. The result is professionally whiter teeth in just five days and visibly whiter teeth in as little as five minutes. Enamel-safe, sensitivity-free and easy to use, Tanda Pearl is the only system to provide 360° total whitening with a double-biting, lightweight, hands-free mouth tray that treats both the front and back of teeth.

With its revolutionary technology and groundbreaking results, the Tanda Pearl gives consumers the ability to achieve their whitest smile quickly and comfortably. The Pearl harnesses ionic power to drive stain-fighting oxygen molecules deep into the enamel of the teeth, erasing surface stains as well as old embedded stains. This technology allows for a gentler formula to be used in the gel, which provides users with professional results and no sensitivity or damage to the tooth enamel. The Pearl also works to kill unwanted bacteria on the teeth, leaving the mouth with a fresh, clean “just went to the dentist” feeling.

“Many consumers have tried older technologies such as whitening strips, trays and in-office treatments and felt frustrated by the slow and minimal results, painful teeth sensitivity or prohibitive investment in time and money. The revolutionary technology in the Tanda Pearl device enables consumers to finally whiten teeth efficiently and safely so that they can achieve a professionally whiter smile in 5-minute treatments,” says Fabian Tenenbaum, CEO of Syneron Beauty, the makers of Tanda. “This launch is Tanda’s entry into the oral care and whitening category and we are thrilled to offer consumers these cutting-edge advantages for at-home use. We are excited by the results that we have seen in our clinical studies and the feedback from consumers thus far,” adds Tenenbaum.

The Tanda Pearl launch is not only an entry into a new category for Tanda, but also introduces a new technology for the brand. While the Tanda brand had previously been recognized and awarded for its LED-light based devices including the Zap, Luxe and Clear+, Tanda Pearl now introduces an ionic technology device, which through research was found to be a more efficient way to whiten teeth than light-based systems.

The Tanda Pearl Ionic Teeth Whitening System retails for \$195 and includes the Pearl mouthpiece and 20 gel tubes of Ionic Teeth Whitening Gel. The Tanda Pearl Booster Kit is sold separately as a maintenance routine for \$50 and includes 10 gel tubes of the Ionic Teeth Whitening Gel. Both products are available for purchase at prestige retailers and online including Tanda.com, Nordstrom, Neiman Marcus, Dillard’s, Bloomingdale’s (March 2012), Von Maur and Bergdorf Goodman.

For more information about Tanda Pearl, please visit www.Tanda.com/Pearl.

ABOUT SYNERON BEAUTY: The TANDA brand is part of Syneron Beauty, a wholly owned subsidiary of Syneron Medical Ltd., the global leader in professional aesthetic devices. The company is dedicated to the development of innovative technology and high performance beauty solutions, empowering users with professional level aesthetic solutions for at-home use.