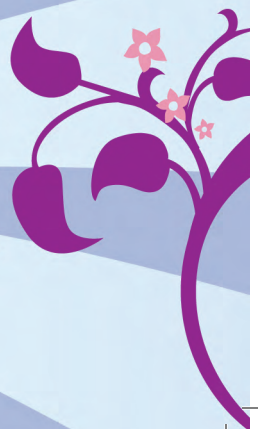




be Ready  
TO SHINE



## Be Ready to Shine

Maybe you're in college with countless new opportunities presenting themselves each day. Or, just out of school and starting an exciting new career. Or, a seasoned professional taking on the world. There's one thing you know better than anyone else—when your day kicks into gear, there's no stopping it. Exciting moments happen at every turn.

Your life is full of times to shine—from meetings with your boss, to laughing with your girlfriends, to flashing a smile at *that* guy you've been eyeing. You want to be ready for every, *single* moment. Juggling work, life, love—it's a balance. Bring it on! From lattes to hottees, you know anything can—and will—happen. And you can handle it.

That's where DentaBurst™ comes in. Before your next *close* encounter, spend a little quality time bonding with your newest acquaintance: DentaBurst freshening teeth cleaners. It's your daily reminder to be ready with that confident smile, so you can outshine everyone.



# DENTABURST™ Freshening Teeth Cleaners

What are they and how will they help you shine? Simply put, DentaBurst freshening teeth cleaners are the newest smile priming products to hit the market. And you get to be one of the first to try them. Need fresh breath? Want a just brushed feeling on-the-go? DentaBurst has you covered!

Follow these quick and simple steps for a fresh, confident smile anytime, anywhere!

**Step 1:** Open up the DentaBurst packaging and remove the DentaBurst "finger." (It looks weird, but it works! Trust us: your smile will thank you!)

**Step 2:** Brush away! Primp your smile with a burst of freshness. DentaBurst removes the plaque on your teeth and leaves you with a clean, fresh mouth.

**Step 3:** Flash those pearly whites! You are now ready to outshine everyone with your confident smile.



BE READY  
TO SHINE

# Welcome to... TheBeReadyLounge.com

You're kind of a big deal—which is why you've scored an exclusive invite into **The Be Ready Lounge**, a VIP online community designed for America's most influential gals-on-the-go.

Brimming with expert advice, real-life stories, and a place to swap insight and reviews on topics from A to Z —the lounge is all about helping you be ready for everything life brings.

As one of the first to take part in the community, it's your chance to provide meaningful insight on various topics close to your heart.



In exchange for your thoughts on DentaBurst, you'll receive several benefits, including:

- Expert advice on beauty, fashion, love, life and everything in between—a guide to being ready at a moment's notice
- A place to ask the questions you've never dared ask before, and showcase your unique self and style
- An opportunity to network with amazing women like you and fabulous professionals in careers you admire

If you're interested in being among the lounge elite and engaging in the latest **Be Ready** dish, news and trends, we'd love to have you. All we ask in return is:

- Visit us online at [TheBeReadyLounge.com](http://TheBeReadyLounge.com) at least once a week to share your thoughts and partake in the fabulous fun
- Inspire confidence by sharing DentaBurst samples with your friends
- Talk about and share the benefits of DentaBurst, and how it helps you be ready with a confident smile

So what are you waiting for?

Log-on now to [TheBeReadyLounge.com](http://TheBeReadyLounge.com).

BE READY  
TO SHINE

# Smile, Gorgeous.

It's no secret...smile at the world, and the world smiles back.

DentaBurst reminds you to inspire confidence in others with your smile. Remember, it only takes one person to make a difference.

Light up the world with your smile! Multiply that great smile by 10 and watch the room get brighter! Enclosed is a pack of DentaBurst freshening teeth cleaners exclusively for you, AND 10 additional samples to share with the fabulous women in your life.

After you've spread the DentaBurst love, log-on and tell us what you and your friends think! Invite others to take part in this brave new **Be Ready** world. This is your chance to shine.

Watch out world, here you come. Outshine everyone with your confident smile!





**DentaBurst™**  
Freshening Tooth Cleaners

2008 Calendar & Goal Book

BE READY  
TO SHINE

2008

# january

Your Time to Shine

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Ring in the New Year, and make a resolution! What will you be ready for this year?

Goals for 2008...

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# february

DentaBurst™  
Freshening Teeth Cleaners

## Reasons to Love Yourself

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

Smile. It's contagious!

A list of people  
I've smiled at...

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BE READY  
TO SHINE

8  
0  
0  
2

# march

Spring into Action

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
$\frac{23}{30}$	$\frac{24}{31}$	25	26	27	28	29

March on new ground  
with a confident smile!

Discover...

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# april

**DentaBurst™**  
Freshening Teeth Cleaners

Shower the World  
with Your Smile

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Rain or shine, your smile  
is your best accessory.

Things that make  
me smile...

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BE READY  
TO SHINE

8  
0  
0  
2

may

Burst into the World

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Make a statement, prove  
your ability, and outshine  
everyone around you.

How I outshine everyone...

At work:

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At play:

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# june

**DentaBurst™**  
Freshening Teeth Cleaners

## Be Ready for Anything

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Whether on the job or on the beach, primp your smile on-the-go.

My dream vacations...

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BE READY  
TO SHINE

8

0

0

2

july

## Burst of Independence

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Experience independence,  
and try new things with  
a burst of confidence.

### Showcase who I am...

My strengths:

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Accomplishments I'm most proud of:

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# august

**DentaBurst™**  
Freshening Teeth Cleaners

## Reasons to Smile

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

There are so many opportunities to make a great first impression.

New friends, new loves, new experiences...

Places to go:

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People to see:

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BE READY  
TO SHINE

8  
0  
0  
2

# september

Be Ready for Change

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Change the world around you  
with your confident smile.

Practice random acts  
of kindness...

My random acts of kindness:

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# october

**DentaBurst™**  
Freshening Teeth Cleaners

## Treat Yourself

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

When life comes at you fast,  
take a deep breath and smile!

### Take a moment for you...

I aspire to: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

BE READY  
TO SHINE

8

00

2

# november

Be Thankful for You

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
<sup>23</sup> / <sub>30</sub>	24	25	26	27	28	29

The world is grateful for a unique and confident you.

Find new ways to say thanks...

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# december

**DentaBurst™**  
Freshening Teeth Cleaners

## Give the Gift of a Smile

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Whether you're on-the-go or home for the holidays, radiate with a smile that shines, just like you!

My holiday wish list...

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BE READY  
TO SHINE

The background features a large, stylized graphic of a toothbrush head on the left, with blue and light blue curved segments radiating from the center. On the right, a pink curved band contains a trail of white bubbles and a purple floral branch with leaves and small flowers.

**DentaBurst**<sup>™</sup>  
*Freshening Teeth Cleaners*

A just brushed feeling on-the-go!

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