



## **Guidelines and Expectations for Product Reviews and Collaborations**

We like to keep and maintain lasting relationships with our reviewers. If we receive a good review we normally are open to working together after at least a month has passed before starting a new project.

We welcome all comments about our products and service, and will publish honest criticisms as well as testimonials. But all submissions are reviewed by our editorial staff before appearing on our website, to ensure they meet our guidelines below.

We impose no length limit; but we may edit submissions for brevity and spelling.

Comments should normally be based on first-hand experience of the product, or our service.

Honest criticism is welcome, but comments deemed malicious may be rejected.  
According to our policy we do not offer monetary compensation for product reviews.

We will post all approved reviews on our website and on all of our social media channels.

## **Expectations**

We expect to receive reviews within 60 days of receiving the product. If the product reviewer needs more time, we expect prompt 2-way communication.

We expect reviews to be honest and presented in a polite manner. No obscenities, poor spelling or TXT-speak.

We expect a link to our website to be included with all posts.

For giveaways the contest winner should be instructed to follow our social channels.

We expect the reviewer to use the product for the full suggested duration before offering the final product review.

## **Video Reviews**

Video reviews will be posted to our YouTube channel, and will sight the original video as the source.

Parts or all of the video or text review may be used as content on our website and social media channels.

Video reviews will include a YouTube card linking back the vloggers channel.

Our teeth whitening gel is the same strength as most of those used by dentist professionals. Many people do experience teeth sensitivity after use. If you already experience tooth sensitivity we recommend choosing the 2-Step Foaming White system. Only choose the 35% gel if you do not have any tooth sensitivity. Results vary due to various genetic and natural factors. Reduce contact with the whitening gel and the gums. The gel can cause a burning feeling in the gums and cause a temporary white discoloration. Discontinue use if extreme discomfort is felt.