

# Whitening - Introduction

We can brighten your smile in **3** simple ways:



**1 ZOOM 3** in Office **IGNITE THE WHITE** whiter teeth in **one hour**.

**2 AT HOME** Whitening procedures.

**3** For the **Ultimate SMILE** with easy maintenance we offer a combination of the **IN OFFICE** and the **AT HOME** procedures. Teeth are porous and over time they pick up stains from tea, coffee smoking, red wine, spicy food and general use. Whitening agents produce hydrogen peroxide - a small oxidising molecule that can enter the enamel of your teeth, change the staining molecules and then leave the enamel safely. Not only does the hydrogen peroxide whiten the staining products but it also whitens the natural enamel of your teeth. This can leave your teeth whiter than when they came through, though some (antibiotic) stains are more resistant to whitening than others. Our favourite procedure at the practice is a combination of whitening techniques. The **Zoom 3** whitening gets the process started and within an hour, your teeth are considerably whiter. This effect is then maximised by following up the process with 4 days or more of bleaching tray wear at home to get them the whitest possible. You also have all you need to maintain your new smile as the trays can be used as a maintenance regime every few months.



Please have a look through our whitening pages to answer all your whitening queries or phone for a consultation.

*Have the  
fabulous  
smile you  
have  
always  
dreamed  
of*

**Zoom 3 in Office 'Whiter teeth in one hour' as seen on 'Extreme Makeovers'.**

**ZOOM 3** is an accelerated tooth whitening process. Results are seen within the hour and recent research has shown that a more profound result can be obtained compared to wearing custom made trays 1 hour a day for 3 weeks. A peroxide solution is used and is painted carefully on to the teeth. The peroxide's effect is enhanced by activating it with light energy. The most up to date light sources are very safe and cause no damage to tooth structure. Ask for a more detailed leaflet if you think this procedure may be suitable for your teeth or read our other pages on whitening.

**Making your teeth look good makes you feel confident.  
And that's all part of being healthy.**

# Whitening - At Home



'At Home' tooth whitening is achieved by wearing custom fitted, clear trays filled with a peroxide based solution. The gel needs to be held in close contact with the teeth and it takes time to have an effect. The trays should be worn for a minimum of 2 hours per day for 8 days (or until you reach the level of whitening you desire.)



Recent research has shown that the best results are achieved if fresh solution is placed in the trays after each 2 hours wear. The cost of tooth whitening for your upper and lower teeth includes custom made bleaching trays and enough material for three weeks wear. "Top up" packs of bleach, in various strengths to suit your lifestyle, are available at the practice for your maintenance regime to keep your smile sparkling.

**Steps To your dream Smile** - Impressions (moulds) carefully taken of your teeth. - Models made of your teeth with a fast setting material. - Custom Made accurately fitting bleaching trays made in our practice. - Bleaching Gels dispensed (we have varying strengths and activity ratings to suit your lifestyle.) - Tray wear at your leisure over consecutive days for 8 days or until you reach the whitening you desire. If this slower kind of whitening does not suit your lifestyle, then we offer the faster **Zoom 3** whitening system which gets teeth whiter in an hour and also our **Ultimate Whitening** package which is a combination of the **Zoom 3 Whitening** and **At Home** systems to get your teeth the whitest they can go in as fast a time scale as possible.

*Have the smile you have always dreamed of*



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# Whitening - Zoom 3



What could be better than Zoom 1 or Zoom2 ?

Zoom 3 of course

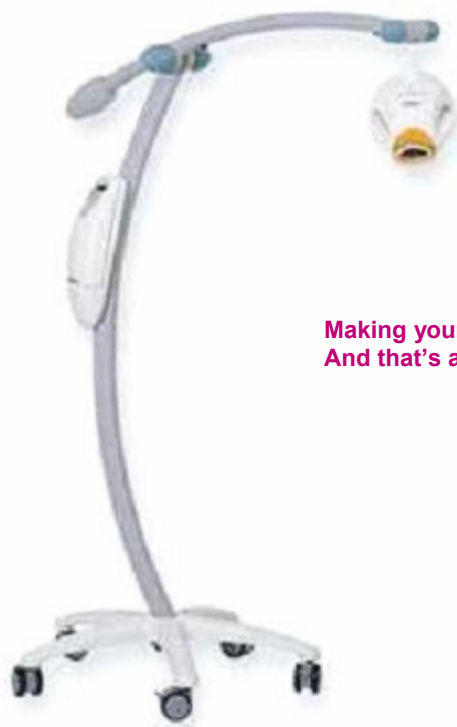
Zoom 3 is faster, more efficient and leaves your teeth less sensitive than most whitening systems.

Zoom 3 in Office 'Whiter teeth in one hour' as seen on 'Extreme Makeovers'.



**ZOOM 3** is an accelerated tooth whitening process. Results are seen within the hour and recent research has shown that a more profound result can be obtained compared to wearing custom made trays 1 hour a day for 3 weeks. A peroxide solution is used and is painted carefully on to the teeth. The peroxide's effect is enhanced by activating it with light energy. The most up to date light sources are very safe and cause no damage to tooth structure. Ask for a more detailed leaflet if you think this procedure may be suitable for your teeth.

*Have the smile you have always dreamed of*



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# Whitening - The Ultimate bright



## Zoom 3 and At Home Whitening

This is our most popular whitening package and is especially suitable for difficult cases of staining or discolouration and is the combination of light activated **IN OFFICE** whitening followed by 4 days or more of custom tray wear.

The Ultimate bright smile can produce really dazzling results. We usually recommend this type of whitening as the most efficient way to get your teeth their whitest in the fastest possible time and we will advise you if we think this is the most appropriate solution to your whitening request.

Any sensitivity noticed after any of the whitening procedures reduces rapidly following completion of your treatment. For a more speedy calming effect you can use a desensitizing toothpaste during and following treatment.

Ask us for more details and one of our leaflets when you are next at the practice and don't forget that an appointment with the dental hygienist to remove superficial staining is advised prior to treatment.

**Making your teeth look good makes you feel confident.  
And that's all part of being healthy.**

*Have the beautiful smile you have always dreamed of*



# Whitening - Q&A



## How white will my teeth get?

For all bleaching procedures, the amount of whitening varies from patient to patient and can not be totally predicted. Yellow or brown teeth, extrinsic stains and darkened monochromatic teeth are easier to whiten. Grey or bluish teeth and striated (striped) teeth are more difficult to whiten. In some cases dental procedures other than bleaching may be indicated. Don't forget that an appointment with the dental hygienist to remove superficial staining is advised prior to treatment.



## Will I experience any tooth sensitivity?

Any sensitivity noticed after any of the procedures reduces rapidly following completion of your treatment. For a more speedy calming effect you can use a desensitising toothpaste during and following treatment.

## Are my teeth suitable for whitening?

Just about anyone who wants their teeth whiter is a candidate for a whitening procedure. People with significant periodontal (gum) disease are not candidates for the power whitening procedure and may not even be suitable for the home procedures. Unsightly fillings may be better treated by restorative procedures. Heavy smokers should note that tooth whitening will relapse more quickly if smoking continues. There are no known problems during pregnancy, but patients should probably delay treatment until after delivery.

*Have the smile you have always dreamed of*

## Any other Risks?

Peroxide solutions have been available for many years as an antiseptic in the mouth. They have only more recently been used for their effect on teeth whitening. Research indicates that using peroxide on teeth as instructed is safe. The peroxide should be kept away from the soft tissues of the mouth. Some patients do feel discomfort in the teeth after whitening procedures. The discomfort should disappear within 12 hours. If tooth sensitivity develops following power bleaching, a mild analgesic (ibuprofen, aspirin) is usually effective in relieving discomfort. Fluoride home care preparations may also be recommended to reduce sensitivity. If the sensitivity persists for more than 24 hours then you should contact the practice on 020 7724 7440.

Tooth whitening procedures have been used for over 15 years in America and have had excellent results. Sometimes though, veneers or conventional treatment may be required to change your smile.

**If you are going somewhere special, getting married, going for a job interview or just want your smile to look better then tooth whitening can be an easy way to transform how you look and feel.**

**Making your teeth look good makes you feel confident. And that's all part of being healthy.**



# Whitening - Instructions

## How to achieve efficient tooth whitening wearing custom fitted trays filled with a peroxide based solution.

The gel needs to be held in close contact with the teeth and it takes time to have an effect. The best place and time to wear the trays is wherever you feel most comfortable (usually at home). The trays should be worn for a couple of hours per day for 8 days (or until you reach the level of whitening you desire) or for 4 days after Zoom 3 power whitening to really enhance its effect. Recent research has shown that the best results are achieved if fresh solution is placed in the trays after 2 hours wear - though you may experience more sensitivity this way. Any sensitivity noticed during tray wear reduces rapidly following completion of your treatment but can be calmed by placing a desensitising toothpaste (such as sensodyne) in your trays for 15 minutes a day. In fact people with very sensitive teeth may use this technique before they begin whitening.

## Instructions for Optimal Lightening

Optimal results are achieved when tooth whitening gel is held in close contact with your teeth for as long a time as possible. Where possible, treatment should be carried out over consecutive days.

Load the bleaching trays with a small amount of bleaching gel and wear for at least 2 hours a day for 8 days. Only small amounts of gel are needed as the custom made trays fit accurately over your teeth.

If you are able to wear the trays for more than one hour, then the bleaching gel should be replaced with fresh solution after one hour unless the teeth become sensitive.

If day wear is inconvenient then overnight wear gives good results - even though the solution is only active for the first couple of hours.

## Maintenance of your Smile

Of course, you are still going to enjoy the finer things in life and these may result in the brightness of your new smile fading, as your teeth are naturally porous. Wearing your trays for one hour every couple of months is a sure way to keep your teeth looking their best. Top up packs of whitening gel in various strengths and activity styles are available from our practice.

**Hints and Tips** Keep your stocks of bleaching gel cool - ideally in the fridge - this extends their shelf life.

When cleaning your dental trays use cold water so that you do not spoil the accurate fit of the trays.

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