

# Why consider dental whitening?

Your smile is the way you greet the world. But if it's not as healthy or as white as you would like it to be you may not want to smile.

By choosing a whitening treatment from your dentist, either in surgery or for use at home, you can be assured of powerful, yet safe, results.

## Prior to the treatment session:

- Your dentist will begin with an examination to ensure that the products are suitable for you
- Your dentist will talk to you about what you hope to achieve from your tooth whitening and check that the products are suitable for you to use.

## Why choose Philips Zoom?:

- Protection from sensitivity
- A safe solution
- Unique Philips Zoom gel formula is EU compliant and conforms to safety regulations.



## Questions and Answers

### Is teeth whitening safe?

Yes. Clinical studies have shown that whitening your teeth under the supervision of a dental professional is safe for teeth and gums. Always ensure that products are EU compliant.

### What are the side effects of whitening?

The most common side effect is tooth and gum sensitivity. Your dentist will be able to advise you on whether you are a good candidate for whitening and they can also ensure that you are using the right concentration of whitening formula.

Philips Zoom! whitening products contain 2 mild desensitising agents, potassium nitrate and Amorphous Calcium Phosphate (ACP), which are proven to reduce sensitivity.

### How long will my Philips Zoom! whitening results last?

Whitening treatments help to reduce existing stains, but through consumption of coffee, soft drinks, or through natural ageing, your teeth may become discoloured again. Maintenance whitening at home can help combat recurring discolouration. Philips Zoom! whitening products also include ACP, which has been shown to reduce whitening fadeback.

### What causes teeth to discolour?

There are many causes of tooth discolouration. Some of the most common include the consumption of highly coloured foods and drinks such as red wine, coffee and tea. Some medications, ageing, smoking and trauma can also cause tooth discolouration.

### How long does it take?

With Philips Zoom! in-practice treatment you will see noticeable results in around 1 hour of treatment. The total consultation may take up to 2 hours.

### Will the whitening procedure be uncomfortable?

Your dental professional will ensure that your mouth is resting in a comfortable position during the procedure and you will still be able to swallow. There is little or no sensitivity reported during Philips Zoom! treatment however you may experience an awareness of the whitening happening.



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[www.philips.co.uk/zoom](http://www.philips.co.uk/zoom)

References: 1. 6% Whitening Gel Efficacy test. Data on file, US, 2013. 2. Li, Lee, Cartwright, Wilson. Comparison of clinical efficacy and safety of 3 professional at-home whitening systems. Comp Vol 24, May 2003. 3. In a clinical study of 62 participants for any given application during the 4 day treatment period, Data on file, 2015. 4. Customer review on [philips.co.uk/zoom](http://philips.co.uk/zoom), November 2016.

**PHILIPS**  
**ZOOM!**

Whitening

**Unique  
ACP formula**  
for the best sensitivity  
control and enamel  
protection

# Unleash your **brightness**

Philips Zoom and your dental professional  
can give you a healthy white smile

Ask your dentist or hygienist for Philips Zoom! whitening.

## In-practice whitening

### Philips Zoom! WhiteSpeed - whitens up to 6 shades in 1 hour<sup>1</sup>

Our quickest, easiest way to effectively whiten teeth is with Philips Zoom! WhiteSpeed. **Over 4 million patients worldwide** have used Philips Zoom! WhiteSpeed to whiten their teeth.

- **Protection from sensitivity** – WhiteSpeed contains ingredients which are proven to reduce tooth sensitivity
- **A safe solution** – your gums are protected during the procedure with a special cover
- **Unique Philips Zoom! gel formula** is EU compliant and conforms to safety regulations
- The gel is activated using the WhiteSpeed lamp to break down stains and leave teeth **up to 6 shades whiter<sup>1</sup>**
- After 4 x 15 minute sessions you will receive **take home kits** to continue your whitening



Before



After

Up to 6 shades whiter in 1 hour<sup>1</sup>

Reference: 1. 6% whitening gel efficacy test. Data on file, 2013.

## Amazing results ★★★★★

“ I couldn't believe the results achieved in just one sitting. My teeth were already fairly white as I have whitened before, and I didn't expect to see such a significant difference. This was so much easier than having to find the right time each day to wear trays at home for 2 weeks. Very highly recommended.”

### The treatment session in-practice:

The treatment session for Philips Zoom! whitening lasts for approximately one hour, however the total consultation may take up to two hours, so make sure you wear comfortable clothes.

- Simply lie back in the chair and ensure that you are comfortable before the treatment starts
- Your dental professional will place a soft silicone mouth guard in your mouth to protect your lips and allow you to rest comfortably during the procedure
- They will then protect your gums, cheeks and lips so that they can apply the whitening solution safely and comfortably
- The clinician will then apply the whitening product to your teeth and activate the Philips Zoom! lamp which is used to activate the whitening solution as part of the procedure
- They will set the timer for the first of 4 x 15 minute sessions of whitening
- Relax in the chair – the timer will indicate when the procedure is due to finish

## At home whitening

### Philips Zoom! DayWhite and NiteWhite - A visibly whiter smile after 3 days<sup>2</sup>

The DayWhite and NiteWhite packs offer you a choice of treatments dependent on your lifestyle, whitening expectation and sensitivity levels.

#### NiteWhite

If you like the convenience of whitening while you sleep.

**Shade results:** Optimal results within 1-2 weeks

**Wear time:** Overnight or minimum of 4-6 hours

Delivers superior whitening and enamel protection for a healthy and noticeably whiter smile after 3 days.<sup>2</sup>

#### DayWhite

If you prefer to whiten for a shorter period of time during the day.

**Shade results:** Optimal results within 2 weeks

**Wear time:** 30 minutes twice daily



## Philips Zoom QuickPro

A great introduction to professional whitening

With Philips Zoom! QuickPro whitening varnish, you can whiten your smile in 4 days.<sup>3</sup>

Philips Zoom QuickPro's innovative varnish is easily brushed on, dried clear and is tasteless.