

## ZOOM! Tooth Whitening FAQ

### **What is Zoom! tooth whitening?**

Zoom! is a bleaching process that lightens discoloration of enamel and dentin.

### **What causes tooth discoloration?**

There are many causes. The most common include aging and consumption of staining substances such as coffee, tea, colas, tobacco, red wine, etc. During tooth formation, consumption of tetracycline, certain antibiotics or excessive fluoride may also cause tooth discoloration.

### **Who may benefit from tooth whitening?**

Almost anyone. However, treatment may not be as effective or some as it is for others. Your dental professional can determine if you are a viable candidate for this procedure through a thorough oral exam, including a shade assessment.

### **Do many people whiten their teeth?**

More people than you might imagine. A bright, sparkling smile can make a big difference for everyone. The Zoom! Whitening System makes it easier and faster than ever before.

### **Is whitening safe?**

Yes, extensive research and clinical studies indicate that whitening teeth under the supervision of a dentist is safe. In fact, many dentists consider whitening the safest cosmetic dental procedure available. As with any tooth whitening product, Zoom! is not recommended for children under 13 years of age and pregnant or lactating women.

### **How long do the results last?**

By following some simple post whitening care instructions, your teeth will always be lighter than they were before. To keep your teeth looking their best, we recommend flossing, brushing twice daily with Zoom! Whitening Toothpaste, and occasional touch-ups with Zoom! take-home gel. These are professional formula products designed specifically to keep your teeth their brightest. They are available only through your dental professional.

### **Is there any difference between over-the-counter tooth whiteners and Zoom!**

Yes! Consulting your dental professional is always the first step to whitening your teeth safely. Plus, over-the-counter tooth whitening strips, brush-on gels and toothpastes take weeks or months to whiten your teeth just a few shades. Zoom! is clinically proven to whiten your teeth an average of eight shades in one hour or six shades in just one weekend.\* Only a dentist can get your teeth this white, this fast.

### **How does the Zoom! In-Office System work?**

The Zoom! light-activated whitening gel's active ingredient is Hydrogen Peroxide. As the Hydrogen Peroxide gel is broken down, oxygen enters the enamel and dentin, bleaching colored substances while the structure of the tooth is unchanged. The Zoom! light aids in activating the Hydrogen Peroxide and helps it penetrate the surface of the tooth. A study has shown that use of the Zoom! lamp increases the effectiveness of the Zoom! gel by 33% or more, giving an average improvement of eight shades\*.

### **What does a patient experience during the Zoom! In-Office procedure?**

During the procedure, patients may comfortably watch television or listen to music. Many actually fall asleep. Individuals with a strong gag reflex or anxiety may have difficulty undergoing the entire procedure.

### **Are there any side effects?**

Some people experience temporary increased tooth sensitivity to cold during treatment. These symptoms disappear within 1-3 days after interruption or completion of the treatment.

**How is exposure to the Zoom! light controlled?**

The Zoom! procedure requires that all soft tissue in and around the mouth be protected. The clinician is required to monitor the procedure to insure any exposed skin or tissue is isolated and protected. Protective eyewear is required during the procedure. Light sensitive individuals including those undergoing PUVA (Psoralen+UV Radiation) therapy or other photo-chemotherapy, as well as patients with melanoma, should not undergo the Zoom! In-Office procedure. Also patients taking any light sensitive drugs or substances, whether over-the-counter, prescription or homeopathic, should consult their primary physician prior to procedure. Anyone who is not eligible for Zoom! In-Office for these reasons may be an excellent candidate for Zoom! Take-Home.

**How long does Zoom! In-Office Whitening take?**

The complete procedure takes just over an hour. The procedure begins with a preparation period followed by one hour of bleaching. A five minute fluoride treatment completes the procedure (a cleaning is recommended prior to the actual Zoom! Whitening session).

**How does the Zoom! Take-Home System work?**

Zoom! utilizes a breakthrough dual barrel chemistry that is engineered to accelerate whitening efficacy in two unique ways. First, it utilizes a breakthrough surfactant technology for improved gel penetration. Second, it helps to control the activation of Hydrogen Peroxide. This innovative formula creates an activation matrix that helps regulate the release of oxygen for optimal results. A recent study showed that the Zoom! Take-Home System delivers an average of six shades\* after three applications.

**How long does Zoom! Take-Home Whitening take?**

The Zoom! take-home gel is designed to be worn between four and eight hours per application. Your dental professional will advise you on how long you should wear each application. A recent study showed that you can achieve an average improvement of six shades\* after just three nights of use. However, individual results may vary. Your dental professional will help you determine how many applications are right for you.

**How is the Zoom! Take-Home System different from the Zoom! In-Office System?**

The main difference between the two systems is that you use the Zoom! Take-Home System in the convenience of your own home over a few days or nights. The Zoom! In-Office System is performed entirely in the office.

\* Individual results may vary. Take-home results based on overnight wear.