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BEWARE OF RIP-OFF TEETH WHITENERS

The honest truth about what works and what does not

Have you ever heard the expression, "If it sounds too good to be true, it probably is?" There are too many gimmicks and false claims being advertised in the teeth whitening industry today. This article is designed to educate you in regards to the best and worst products available to brighten your smile.

Having been a dental professional and in the teeth whitening business for over 20 years, it absolutely discourages me when I see an advertisement or a booth in a shopping mall claiming that they can whiten your teeth in 30 or 60 minutes. There is ABSOLUTELY no such thing. More is required to whiten teeth than this. It has been proven time and time again that the only thing that whitens teeth is several hours of peroxide contact. Studies from reputable sources recognized by the American Dental Association (ADA) confirm that it takes many hours to whiten enamel no matter the strength of the peroxide used. As for a quick 'in-and-out' method of teeth whitening, there is just no such thing. However, there is a way to easily achieve white teeth, but as I will explain, there is some work involved.

Lasers are no longer an acceptable method of teeth whitening as they are strongly discouraged by the ADA. **Other people are trying to sell consumers on using a light source to whiten teeth. Lights will only produce a temporary result.** The only thing a teeth whitening light can do is temporarily DRY OUT your teeth, making them temporarily appear lighter. As soon as the teeth re-hydrate with your saliva, the whiteness quickly fades and your teeth return to their original shade. This is what experts call 'fade back.'

Grocery store whitening products are another ineffective method. If you have any real amount of staining, these products do not penetrate deeply enough into the tooth to lighten dramatically. This is because they fall off before they have a chance to do any real whitening. If you have ever tried a whitening strip, you feel like you are trying to get a wet Band-Aid to stick to your wet teeth...quite an impossible feat. As for whitening toothpaste, it is not in contact with your teeth long enough to make any visible difference. Additionally, you should only use a teeth whitening product/brand that is recognized by the American Dental Association. Otherwise you are not guaranteed of the product's safety testing, pH balance, etc.

At Whitesmiles Teeth Whitening Centers, we utilize the 'custom-fitted tray method' for teeth whitening, which has been proven to be the gold standard of whitening since 1979. This 'guaranteed results' process is very affordable, as the complete service typically only costs around \$155 at Whitesmiles Centers. Additionally, it is recommended by the American Dental Association. The process involves taking a custom

mold of your teeth which is then used to make a vacuum-sealed, custom-fitted, invisible whitening tray that fits your teeth so perfectly it is undetectable to others. (It looks similar to the new invisible braces.) The tray can be worn during the day or overnight, according to your preference. Results appear quickly and there is no mess, no taste and no fuss.

Our staff is here to provide direction and support to you along the way, something that a box on a store shelf cannot. Whitesmiles offers free consultations and can show you the whiter teeth that await you using a shade guide meter. A before photo and a mold will be taken of your smile. It is a unique and fun experience that delivers solid results. Each person receives an individual, customized regimen of how long to wear his or her custom tray each day. These custom trays are an investment that are kept and used over the years, as only the inexpensive peroxide whitening gel needs to be replenished.

No matter the reason for your dull smile, the right professional teeth whitening tools and a little elbow grease can make a dramatic improvement. Coffee, tea, red wine and smoking

stains are all common offenders that are easily removed with whitening. Even

genetic, aging and tetracycline stains can be dramatically improved. Teeth whitening is also popular with teenagers as whitening can remove spots left by braces or spotting caused by calcium deposits. Even those with sensitive teeth are candidates, as there are gentle regimens that are perfect for Sensodyne users.

Whether you are looking to lighten your teeth several shades or to brighten up overall, Whitesmiles is a guaranteed process with a price tag that everyone can afford. 'No gimmicks included' is my promise to you. ■

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