

# **THE TRUTH ABOUT WHITENING**

HOPE, HYPE AND INTELLIGENT CHOICES

by

**Irwin Smigel, DDS**

The renowned 'Father of Aesthetic Dentistry'\*  
and  
President of The American Society for Dental Aesthetics

\* New York University

## **WHITER, BRIGHTER PROMISES IN ORAL CARE TODAY**

Youth, health and beauty - Americans have long believed that sparkling white teeth offer these long sought after attributes.

Tooth whitening has evolved at such a rapid pace in the dental Community. Over 81% of all dentists today offer cosmetic tooth-whitening treatments (American Dental Association).

Despite these fast-paced changes, many patients - including some of my own - are still confused over which whitening procedures they should try.

Questions I often hear include:

**"Are all whitening methods safe?"**

**"Are there any long-term side-effects?"**

**"How white will my teeth actually get?"**

**"How long will my whitening results last?"**

These are valid questions and I wrote this Special Report to end the confusion about the different tooth whitening procedures available today.

This report will demonstrate how tooth-whitening procedures differ in price, application convenience level and results; and, enable you to determine what is right for you.

First it is important to understand that there are two types of stains, **intrinsic** and **extrinsic**.

An intrinsic stain means that the stain comes from within the tooth. A few examples are: the natural yellowing of teeth that occur with age. The yellow is the inherent dentin color, now showing because the enamel has been worn off. Medicinal stains like tetracycline and other antibiotics, and Fluorosis (too much fluoride).

Extrinsic stains are superficial stains caused by coffee, tea, tobacco, red wine. Basically, anything that will stain a white shirt will stain your teeth.

## **POWER WHITENING: THE NEW GENERATION WHITENING TREATMENT WITH INSTANT RESULTS**

Power tooth whitening is by far the most effective and expensive whitening procedure in dentistry today. Dental health professionals (myself included) are using this FDA-registered light activated whitening system. Two of the most popular brands include Zoom2 and BriteSmile.

The light activated systems are the power whitening methods of choice. These are the only (patented) method that can safely whiten teeth up to seven shades!

I use power bleaching because it not only whitens yellow teeth but also intrinsic stains caused by root canals, iron deposits, and even certain stains caused by antibiotics like tetracycline! (Before power bleaching, such intrinsic stains were impossible to remove). The reason power bleaching has received so much national media coverage lately is that no other whitening treatment can whiten teeth up to seven shades in a single office visit.

Zoom2 and BriteSmile can achieve results up to 7 shades whiter within an hour. A paint-on dam isolates the delicate gum tissue. A hydrogen peroxide solution is placed on the tooth surface activated by a patented "blue-spectrum" light. Over a period of three fifteen minute intervals the light activates the solution and lightens teeth. The combination of light and the gel claim to lighten teeth up to 7 shades within one office visit.

After power bleaching, your dentist will recommend you avoid tooth staining foods like coffee, tea, red wine, etc. for a period of 72 hours. Introducing these foods during this critical period may negate your whitening results. Also, power bleaching results are not permanent. Without proper maintenance, over time the whitening results will begin to regress due naturally and this is hastened by tooth staining foods or tobacco. The procedure may need to be repeated twice a year to maintain an optimal white smile.

I highly recommend using the Supersmile Advanced Formula Whitening Toothpaste to maintain your teeth after power bleaching. The formula gently and non-abrasively removes superficial stains from teeth and prevents new stains from forming on to teeth which makes for longer lasting whitening results. In fact, Supersmile whitening toothpaste is the # 1 whitening toothpaste recommended by top aesthetic dentists worldwide to maintain results after bleaching.

### **ADVANTAGES**

The power bleaching procedure is the fastest, most convenient, and most effective available in dentistry today. Many of my patients have found their teeth up to seven shades whiter after having a power bleaching treatment.

In a single appointment, power bleaching not only gets teeth their whitest, but it's also the only tooth whitening technology that effectively treats tetracycline, iron deposits, and fluoride stains.

Since power bleaching treatments can be administered by a certified dentist or hygienist (both of whom have undergone extensive training), you are assured that the procedure is safe and the process will be monitored carefully.

## **DISADVANTAGES**

Despite safety precautions, some patients may experience sensitivity within the first 24 hours following the procedure. (A mild analgesic, e.g. Motrin, will remedy this).

Expense may also be a concern for some patients who are on a tight budget.

Without proper maintenance with a whitening toothpaste like Supersmile Advanced Formula Whitening Toothpaste, teeth will begin to regress naturally and even quicker once tobacco and other tooth staining foods are introduced.

**PRICE RANGE: \$600 - \$1,000**

## **PROFESSIONAL QUALITY HOME WHITENING: A COST-EFFECTIVE, INTELLIGENT CHOICE**

If you want your teeth bleached beyond their natural shade of whiteness, the most cost-effective alternative available is the dentist supervised professional take-home bleaching kit.

After a full check up (which generally includes X-rays and a prophylaxis oral hygiene cleaning), a dental health professional takes impressions and creates custom-fitted bleaching trays (mouthpieces).

Unlike over-the-counter mouthpieces, professional take-home procedures require the dental technician to trim off the excess tray material so that the tray fits comfortably and protects your gums and soft tissue.

At the dental office, your typical "take-home" kit includes a custom-fitted tray, instructions and four to ten syringes filled with bleaching gel.

The number of syringes you require depends on the strength level of the whitening gel that's prescribed for your particular condition.

Brands I recommend and use most often in my office are Night/White and Opalescence. Most treatment plans require wearing the mouthpiece once or twice a day, one to two hours each time for 14 days. Patients should have professional cleanings prior to getting their teeth bleached.

The important point is that this procedure is done under dental supervision; unlike whitening kits that you buy in stores, professionally supervised take home kits have the

added benefit of safety. Your whitening progress and gum condition are constantly monitored by the dentist.

## **ADVANTAGES**

This is the most popular method of bleaching your teeth. It's also the most practical and price-friendly for patients on a budget. What's great about this whitening method is its ability to remove some mild, intrinsic stains within the tooth enamel, and whiten naturally yellowing teeth.

Typically your teeth will be whitened at least three shades whiter than their natural color. Because this treatment is supervised by a dental health professional, you're assured to the best results with a high degree of safety and no chance of over-bleaching.

## **DISADVANTAGES**

Despite safety precautions, you may experience sensitivity from the bleaching material. This can be remedied by an analgesic like Motrin.

Although the bleaching gel is more powerful than over-the-counter products, professional at-home whitening treatments can't remove iron deposit stains, or the deep, intrinsic stains caused by antibiotics or deep fluoride discolorations.

Inconvenience is another disadvantage. It takes 2 to 4 weeks to see results from professional at home bleaching treatments.

**PRICE RANGE: \$500 - \$800**

## **WHITENING SYSTEMS, STRIPS, AND PAINT-ONS: QUICK, EASY AND EFFECTIVE?**

When you want your teeth bleached, but do not have the time for lengthy dental procedures or messy trays that need to be left in the mouth overnight, Supersmile Professional Whitening System is the latest development in the industry today that is quick, easy, and effective.

For today's active lifestyle, I have developed the Supersmile Professional Accelerator System to whiten teeth just by brushing. No messy trays or mouthpieces are required! I wanted to create a system that not only provided gentle and effective whitening but total oral health care as well.

The Supersmile Professional Whitening System combines equal parts Supersmile Whitening Toothpaste and Whitening Accelerator Component. The combination of the proprietary ingredient Calprox in the toothpaste and the carbamide peroxide of the

whitening component work together to dramatically whiten teeth. Because the whitening method requires brushing of the teeth, the chance of sensitivity is drastically reduced and is impossible to overbleach. The Supersmile Whitening System is proven to enhance bonding, veneers, laminates, and any other dental restoration and bring them back to their original whiteness- No other bleaching system can say that. The process is continuous, so the more you use the system the more it will continue to whiten. Another bonus is there is no regression. Because the whitening system dissolves the protein pellicle, it will maintain the whitening results already achieved as well as prevent new stains from forming. It is also a great maintenance system for power bleached teeth.

## **ADVANTAGES**

No Messy Trays or Mouthpieces are required.

Supersmile Professional Whitening System causes no sensitivity to teeth.

Supersmile Whitening System will restore crowns, bonding, and veneers to their original color.

Supersmile Professional Whitening Accelerator System will lighten all your teeth simultaneously and increase overall dental health.

Supersmile Professional Whitening System is the best maintenance and enhancement for professionally bleached teeth.

Supersmile Professional Whitening System is also very economical. All that is needed is a pearl-sized drop of each product on a DRY toothbrush used twice a day for two minutes. It is \$33 for a one month supply and \$70 for a 3 month supply.

## **DISADVANTAGES**

Supersmile Whitening Accelerator Component must be combined on a DRY toothbrush with Supersmile Whitening Toothpaste for optimum results.

May not be as effective on tetracycline and other intrinsic stains.

Results are not achieved as quickly as power bleaching.

**Price Range \$33-70**

## **WHITENING STRIPS**

One of the most popular alternative bleaching methods is the use of whitening strips (i.e. Crest Whitestrips). In this method, hydrogen peroxide is coated on polyethylene film strips. The strips are applied to upper and lower teeth twice a day for 30 minutes per application. This process should continue for the next two weeks.

The strips provide a consistent application of the whitening agent and dentists have found that the strips have produced noticeable, whiter results.

Despite the ease of use there are several drawbacks to this method. Whitening strips are precut in a uniform shape. They fit best on the front upper teeth. It is not easy to use strips on back teeth. If your teeth are the larger then the strip, the whitening result may be uneven. Lower teeth can also be difficult to whiten using this method because saliva can loosen the adhesiveness of the strip. Also, if your teeth are uneven the result will also be uneven.

## **ADVANTAGES**

Whitening Strips are simple to apply and not too noticeable when worn.

Whitening strips provide consistent application of whitening agent during each use.

## **DISADVANTAGES**

Whitening Strips will not effectively work on bonding, caps, veneers, or intrinsic stains.

Whitening strips will only cover 6 front upper teeth. The uniform shape may not allow for all teeth to be whitened evenly. If your teeth are irregular then the whitening will be even more uneven.

Saliva may prevent the strips from adhering properly to teeth.

Whitening strips alone cannot maintain the results achieved from this method and only the front six upper teeth are bleached.

**Price Range- \$19-45**

## **BRUSH ON APPLICATIONS**

Colgate Simply White, Crest Night Effects, and GoSmile are all examples of brush-on teeth whitening products. A hydrogen peroxide solution is brushed on teeth with an applicator.

This whitening method allows all teeth to be coated with the solution and can be customized if certain individual teeth require extra attention. This is a good option for those who find mouthpieces or strips to be uncomfortable. The concept is good, however, brush-on whitening products need about 30 minutes without food or drink to be effective, yet one's own saliva will wash off the solution.

## **ADVANTAGES**

Brush-on Whitening products are a quick, simple process.

Brush-on Whitening products does not require a mouthpiece.

Brush-on Whitening products can be customized for individual teeth that require extra attention.

Brush-on Whitening products are relatively inexpensive compared to other whitening methods

## **DISADVANTAGES**

Brush-on Whitening products will not work on caps, bonding, or veneers.

Brush-on Whitening products do not have the ability to stay on a tooth surface long enough to produce a desired whiter result.

Saliva will dilute the formulation resulting in weaker results.

This method will only work if the product can adhere to teeth for a specific length of time.

**Price Range \$15-\$125**

## **WHY TOOTHPASTES ARE YOUR SAFEST WHITENING OPTION**

Over the years, it's natural for your teeth to accumulate extrinsic stains from coffee, tea, tobacco, red wine, soy sauce, berries and other stain-causing foods, as well as plaque.

These tooth-darkening culprits don't directly attach to your tooth enamel, but rather to a clear, sticky film called the "**protein pellicle**." Once you remove this pellicle from your tooth surface, these superficial stains disappear!

Of all the whitening toothpastes available on the market today (Colgate Platinum, Crest, Mentadent, Arm & Hammer Rembrandt), only Supersmile toothpaste has been clinically proven to non-abrasively dissolve the protein pellicle to which stains and plaque adhere.

You see, many of these toothpastes contain silica which are fine particles that not only scratch-away the protein pellicle, but they also scratch your tooth enamel! The net result is the gradual erosion and dulling of your tooth surface. Over your lifetime, the damage can be irreparable.

Supersmile is used by top aesthetic dental practices not only to promote white teeth and fresh breath, but hygienists also use it regularly as a finishing polish after dental cleanings.

As you probably know, I developed Supersmile over a decade ago to whiten the teeth of my early bonding patients. What I soon discovered was that it worked equally well on natural teeth, veneers, laminates, crowns, braces and even dentures! Removing the protein pellicle on a daily basis will prevent new stains from reattaching on to teeth. This will keep any tooth surface/restoration to its original whiteness.

It was a breakthrough in toothpaste development; an advanced formula containing calcium peroxide (**Calprox**) to whiten without abrasion. It is 75% below the ADA abrasion standard. Baking soda is added for fresher breath and healthier gums as well as ADA-recommended fluoride to fight cavities.

### **ADVANTAGES**

The great thing about Supersmile is its relatively low cost and convenience of use. All you have to do is brush with it daily to see a difference in your teeth and gums within a few days.

Safety is an additional benefit; Supersmile doesn't contain silica or other harsh ingredients that can harm your teeth. Supersmile Whitening toothpaste is 73% less abrasive than the ADA permissible limit.

If you've had your teeth bleached, I highly recommend you use Supersmile to maintain your whiteness in-between check-ups. Because Supersmile Whitening toothpaste removes the protein pellicle, your teeth will stay cleaner longer, and your breath will be fresher.

### **DISADVANTAGES**

No toothpaste has the whitening power to remove deep intrinsic stains or make teeth whiter than after a dental cleaning.

**Price Range: \$11 - \$19 per tube.**

### **THE FINAL WORD ABOUT WHITENING**

So there it is. Your choices for intelligent tooth whitening.

Over the past 20 years, thousands of people have tried the methods outlined in this Special Report.

I find that the reasons behind why someone whitens his or her teeth vary. Some want to look younger. Others want a quick boost of self-confidence. Still others do it for a special

event like a wedding or job interview. Whatever the reason, whitening your teeth can take years off your appearance.

It is important to realize that tooth bleaching is not a permanent solution. As I have stated earlier, anything that will stain a white shirt will stain your teeth. After a you Over time normal eating and drinking will continue to stain teeth unless you are using a specially formulated whitening toothpaste or whitening system like Supersmile that will non-abrasively remove surface stains from the teeth and maintain the whitening results from other procedures.

A beautiful, forthright smile says more about its owner than any other personal attribute. In my experience other people are more impressed by our smiles than any other physical feature.

If you would like to make your smile as white as possible, or if you want to learn more about tooth whitening, call my office today at (212) 371-4575.

If you'd like more information about maintaining whiteness after your teeth have been professionally bleached, please call the Supersmile hotline at (800) 784-7645.