

Whitening Q&A

Is teeth whitening safe?

Yes. Clinical studies have shown that whitening your teeth with carbamide or hydrogen peroxide under the supervision of a dental professional is safe for teeth and gums.

What are the side effects?

The most common side effect is tooth and gum sensitivity. Your dentist is your best resource to ensure that you are a good candidate for whitening and that you are using the right concentration of whitening formula. Philips Zoom take-home whitening products have two mild desensitizing agents, potassium nitrate and Amorphous Calcium Phosphate (ACP), to help minimize tooth sensitivity.

How is Zoom different from OTC products?

Over-the-counter whitening products are not customized to your needs. With Philips Zoom, the whitening process is tailored to your needs by your dentist, with custom-fitted trays for take-home treatments or just the right light intensity and duration in the dentist's office.

How long will my Zoom results last?

Whitening treatments help to reduce existing stains, but through consumption of coffee, soft drinks or just through natural aging, your teeth may eventually become discolored again. Maintenance whitening can help combat recurring discoloration. Only Philips Zoom take-home whitening products include ACP, which has been shown to help reduce whitening fade-back.

What causes teeth to discolor?

There are many causes of tooth discoloration. Some of the most common include the consumption of highly colored foods and drinks (berries, coffee, tea, red wine). Some medications, aging, smoking and trauma can also cause teeth discoloration.

How long does it take?

With Philips Zoom, your teeth will be visibly whiter in one day. With Zoom in-office, you will achieve up to eight shades whiter in 45 minutes. With Zoom take-home, when used as instructed, you will achieve the same great results in one–two weeks, depending on concentration of formulation and wear time you select.

Learn more at zoomwhitening.com



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Turn up your shine.

See how your dental professional can help you enjoy a healthy, white smile.



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ZOOM!

Let your most confident, radiant self shine through.

Your smile is the way you greet the world. And while you have many options for whitening your teeth, your dentist is your best resource for whitening treatments. Only dental professionals have access to the most powerful, professional-strength whitening and can ensure your treatment is safe and your results are outstanding.

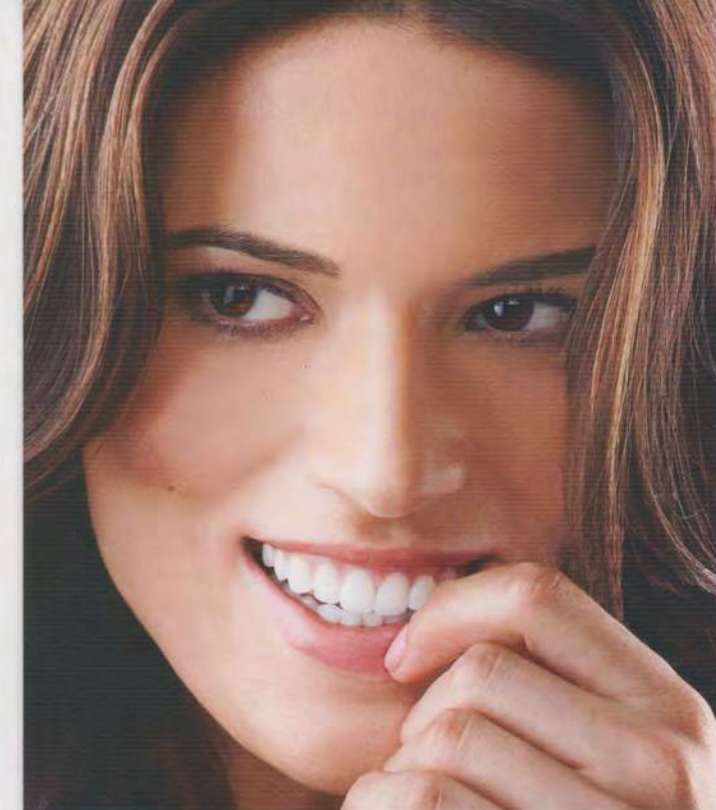
Why you should ask your dentist about professional whitening

A whiter smile will also be a healthier smile

Your dental professional will know all about the health history of your teeth. So you'll get a treatment recommendation that accounts for any unique needs you may have, including sensitivity issues or previous dental work such as veneers, fillings or caps.

You'll make whiter teeth part of your regular care regimen

You visit your dental professional regularly for cleanings and checkups, so your dental professional can also ensure that your whitening procedures are regularly scheduled. This way, your dentist will know about your expectations for a healthy, white smile and recommend the necessary steps to achieve and maintain it.



Before



After



Just can't wait for your more brilliant smile? Download the Zoom app!

Preview your whiter, healthier smile today on a new or existing photo of yourself. It's quick and easy — just search for Philips Zoom in the App Store.



Available on the iPhone
App Store



Choose a whitening experience that fits you and your lifestyle.

Incredible results, in-office

The same dental professionals that you trust to keep your teeth and gums healthy can also provide an in-office whitening treatment that gives you a brighter, healthier smile. You simply relax while they take care of the whitening procedure.

One big advantage of in-office whitening is that in just one visit, you get the most advanced whitening technology with the results you want. For example, the Philips Zoom WhiteSpeed has been clinically proven to whiten your teeth up to eight shades in just 45 minutes!*



*not including preparation time



Whiten at home

You also have the option of using professional-strength whitening products at your convenience — either during the day or at night, wherever you are. Talk with your dental professional to customize a whitening treatment based on your individual needs and lifestyle that allows you to whiten your way.

Products such as Philips Zoom DayWhite and NiteWhite utilize high-potency gels with custom-molded trays that offer full coverage of your teeth for superior whitening results. So while you're whitening on your own time, you still get the benefit of using the most technologically advanced treatments.

Whitening Maintenance



To ensure your smile stays bright and white between treatments, try the Zoom Whitening Pen. With just two applications per day, this proprietary formula can help you maintain your white smile.

For continued stain removal and your healthiest teeth and gums, look for a power toothbrush like Sonicare DiamondClean. It's proven to whiten teeth and remove plaque better than manual brushes.

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Managing Sensitivity



Everyone responds differently to whitening, and sensitivity is sometimes a side effect of whitening treatments. Ask your dental professional about using a sensitivity toothpaste like Fluoridex before and after your treatments. You can also use a mild desensitizer like Relief ACP in conjunction with your treatments to further minimize sensitivity.



Talk with your dentist or hygienist today to see all the options you have for the radiant smile you want.

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DayWhite NiteWhite

