The Truth about Teeth Whitening in 15 Easy to Follow Steps…

The power of a smile happens in a flash, but its memory can last a lifetime.

By Drs Madin and Erum Khan

BONUS OFFER
Don’t forget to use your FREE Consultation Voucher Worth £45 attached at the end of this free guide
Your easy to follow steps

1. Ways in which Teeth Whitening will change your life?
2. How can I ensure my teeth look white? What foods and activities should I avoid?
3. Can I lighten the colour of my teeth?
4. How does Teeth Whitening work?
5. What are the Teeth Whitening options available?
6. How long does the procedure take and what will I experience during the procedure?
7. How long should I wear the whitening trays for?
8. How safe is Teeth Whitening?
9. What do I do if I have any sensitivity?
10. What happens if the teeth do not whiten evenly?
11. How will my teeth feel?
12. What about my smile?
13. How long does the whitening last? Will I have to whiten my teeth again?
14. Does Whitening harm the teeth or gums?
15. Why should I trust that you are the dentist for me?

“When you go to the dentist you need peace of mind that they can look after your dental health in a professional and caring way… but how do you know before you go? By looking for the BDA Good Practice logo, that’s how.

Montrose Smile Studio have achieved recognised status with the British Dental Association as a good practice.” Dr Madin Khan
Ways in which Teeth Whitening will change your life?

Many people are no longer satisfied with yellow teeth no matter how healthy they may be. More and more people are demanding whiter and brighter teeth to avoid an ‘unhealthy’ appearance.

Over 85% of adults say that an unattractive smile makes someone less appealing to the opposite sex. It is said that a healthy and good-looking smile is part of one’s own appearance and marketing. Your Smile is unique. It tells the world about you in so many ways. Your smile influences communication and your social standing. Your smile is a sign of your vitality, state of happiness and general well being.

People consider Teeth Whitening for all sorts of reasons like

- Their Big (Wedding) Day - Most people want to capture and treasure their wedding day inside beautiful pictures with happy smiles, forever.
- Looking for better career opportunities in their lives where their smile portrays a warm welcoming and confident image to others.
  (Research has shown that a beautiful smile doesn’t only make you more attractive to others; it can even improve your job prospects! A coy ‘hand over the mouth’ approach may work among friends but like it or not, in a one-to-one interview that smile is just going to show.)
- Socially wanting to look good at parties with friends
- Before going away on holidays – Happy holiday snaps become more amazing
- Boosting their self-confidence that brings out the best in them
- Dating – I know I will enjoy more talking to someone with a nice, bright smile
- Comments from friends & family making them feel self-conscious – I have had people requesting whitening because of comments from their grandchildren.
- Wanting to look more youthful – we all love to look and feel young all the time.

The power of your confidence is immeasurable; the value of your smile is unimaginable.
How can I ensure my teeth look white? What foods and activities should I avoid?

Majority of people are born with healthy teeth. Due to modern diets, we are all prone to extrinsic staining to greater or a lesser extent. The most common reasons why people’s teeth darken with time are:

1. Smoking
2. Beverages (tea, coffee, red wine, cola)
3. Foods (curry, fried foods, foods with colouring, berries, beetroot)
4. Mouthwashes – Corsodyl
5. Antibiotics – Erythromycin, Amoxicillin, Tetracycline stains within teeth
6. Iron supplements
7. Fluorosis stains (ingestion of too much fluoride in water, toothpaste or fluoride tablets)
8. There maybe unsuspected decay that appears like stains
9. Darkened white fillings or crowns
10. Natural ageing process
11. Some are just born with darker teeth
12. Excessive grinding

You can maintain the colour of your teeth by using whitening toothpastes to help avoid teeth staining. If you are looking for a brighter smile, consider safe professional teeth whitening treatments. Definitely avoid using domestic bleach or any acid containing products to whiten your teeth. Consider having your teeth cleaned professionally by dental hygienists.

Can I lighten the colour of my teeth?

Teeth whitening can be a highly effective way of lightening the natural colour of your teeth without damaging their structure. Whitening toothpastes may improve the colour by removing only the surface stains on the teeth, but this lightening is only temporary.

How does Teeth Whitening work?

Professional Teeth Whitening is an extremely versatile way of making your natural teeth look brighter without causing them any harm. It can be carried out in a number of ways depending on the nature and intensity of discolouration. The ‘active ingredient’ in the gel is usually hydrogen peroxide. As it is broken down, oxygen gets inside the enamel of the teeth and dissolves the discoloured pigments, thereby, making the teeth look overall lighter.
What are the Teeth Whitening options available?

At Montrose Smile Studio, there are many options for Teeth Whitening to suit your requirements and lifestyle.

**Option 1: One hour Zoom Whitening**

![Before Zoom Whitening](image1)

![After Zoom Whitening](image2)

The Zoom Teeth Whitening treatment that we use in our Twickenham practice is completely safe. It uses a gentle bleaching process to lighten the discolouration in your tooth enamel. The effect of this gentle bleaching is then accelerated by a powerful laser lamp light. The light in Zoom Whitening ensures the whitening reaction with your teeth happens faster than conventional tooth whitening procedures, this means you get lighter and whiter teeth much faster, typically in 45 minutes to one hour.

Zoom Whitening is the product used in Extreme Makeover in the United States and has been used on millions of people worldwide. So the technology is proven and reliable for the right person.
Option 2: Professional Home Teeth Whitening

The best part about this type of teeth whitening is that you are in control and it is tailor-made to suit your daily routine or lifestyle. For example, if you find it difficult to wear the trays overnight, then daytime gels are available which are used for only 45 minutes, twice a day. If you are not happy to wear the trays during the daytime for any reason, then you can have the nighttime gel available, which has to be used overnight for a minimum of 5-6 hours.

The procedure involves making tailor-made soft and comfortable 'whitening trays' that are user-friendly. They fit snugly over your teeth. A very small amount (dot-sized) of whitening gel is placed inside the trays.

We always recommend that you come back to the practice after a few days of wearing your whitening trays. This ensures that your whitening is progressing well and that there is no sensitivity. When you come back for this appointment we will check to see how white your teeth have become compared to when you started.

This home teeth whitening may take up to 4 weeks or so. Most people are amazed at their new brighter smile.
Option 3: ‘Montrose Power ‘Teeth Whitening

This is a combination of home teeth whitening for 2 weeks approximately followed by a laser Zoom power whitening treatment. It is indeed the most popular form of teeth whitening used at our dental practice as it gives the best of both worlds of above 2 Whitening treatments.

Our clients simply love it as it gives controlled and desired lasting results.

Option 4: Twickenham Teeth Whitening for Life program
We offer an exciting and exclusive service that is unique to us - a WHITENING FOR LIFE programme. For further details please call us on 020 8894 4639.

So there is an option for everyone.

How long does the procedure take and what will I experience during the procedure?

The Zoom procedure can take anything from 45– 90 minutes depending on the severity of discolouration. You may wish to just to sit, relax and have a short nap or listen to your favourite music or watch a movie while we look after you!

Your whitening experience is just 3 steps away:

1. Sit and relax
2. Laser Whitening of your top and bottom teeth (you’ll be amazed to see how the colour of teeth improves by 7-8 shades)
3. Show off your clean and new happy smile

How long should I wear the trays for?

This depends on the amount of lightening that you desire and the original colour of your teeth. If your teeth are quite dark or very yellow / grey / tetracycline stained it will take longer to lighten the teeth. For how long to wear the trays, depends on the product and concentration of whitening gel recommended to you by us, keeping in mind your personal circumstances. Some products require only overnight wear while others require daytime wear. When using the trays with whitening agent for half an hour or one hour twice daily, please make sure there’s a time interval of at least two hours in between the two sessions.

In general, the darker your teeth, the longer it takes to lighten them. Tetracycline stained teeth can take 6 months or up to one year to lighten.

It is important for you to know that different techniques will suit different types of discolouration and that there is no hard and fast rule for how long it would take for teeth to lighten with a technique. We invite you to discuss your concerns with us.

_Smiling is contagious. Not only is the action itself returned, but the good feeling as well._ - Dr Paul Ekman, Professor of Psychology, University of California

How safe is Teeth Whitening?

It is _not true_ that Teeth Whitening damages teeth. It is also _not true_ that yellow teeth are healthier than whiter teeth. Teeth Whitening is a non-invasive and safe procedure causing no harm to the dental health or otherwise overall health of an individual.

The only people in whom we avoid using whitening chemicals are the expecting and nursing mothers, individuals with known allergies or children under 16 years of age.

The most common after effects could be teeth sensitivity or a blister/laser burn, both of which are very temporary.

Rarely, existing hidden dental abscesses may become active as a result of whitening gel penetrating the tooth surface.
What do I do if I have any sensitivity?

Many people have naturally sensitive teeth any way.

Sensitivity of teeth is the most common side effect of teeth whitening on those teeth surfaces where enamel is absent or is very thin. It often occurs around the necks of the teeth where the gum may be receded. If you are experiencing sensitivity, you should stop whitening and obtain support. Based upon our experience, we can suggest you some tips that you will find effective in minimising teeth sensitivity.

If you are at all concerned, please seek professional advice.

What happens if the teeth do not whiten evenly?

During the first few days of whitening, you may notice new white spots forming on your teeth. Do not worry. These white spots were originally present on your teeth but were not visible to your eyes. As the teeth start to become lighter they become more visible because these white spots are also whitening. As the whole tooth becomes lighter these spots fade and so become less noticeable. Sometimes the dentist can do a special procedure called Microabrasion where the white spots can be more permanently removed. Ask us about the procedure if you are concerned about this.

Some people’s teeth may appear banded with lighter / whiter areas. Again these bands were originally present on the teeth. As the teeth become lighter, the lighter parts of the teeth will lighten first followed by the darker banded area. After a week or so these will not be noticeable any more.

You do not have to be born with a beautiful smile to enjoy one.

How will my teeth feel?

Normally the teeth feel very smooth and clean after the whitening procedure. The whitening materials also have an indirect effect on the gums in helping them to heal or improving their health of the gums. Amazingly, this is how the technique was invented as it was first used to heal gum irritation during orthodontic treatment.

What about my smile?

Your smile will appear brighter as a bonus. It is very rare, but sometimes the teeth do not lighten at all. If this happens and you are wearing the whitening trays as recommended,
you may need to try a different whitening product or a higher concentration of the whitening gel. Discuss this with us.

If you have pre-existing white fillings (or crowns) on your front teeth that match the existing shade of your teeth, then it is very likely that they may not match the teeth afterwards. This is because your teeth can lighten, but the fillings (and crowns) do not lighten. When the desired colour has been achieved, we can replace these fillings with a lighter shade of filling material to match the new shade of your teeth. Normally we would wait two weeks before renewing the fillings.

**How long does the whitening last? Will I have to whiten my teeth again?**

Normally the new white colour of your teeth keeps quite. However, depending on what caused the teeth to discolour in the first place will dictate the treatment’s prognosis. If you drink lots of black coffee, red wine, cola drinks or have curries then the teeth may discolour again. In this situation some people prefer to do a top up treatment as and when required. If you practice good oral hygiene and brush normally, especially after consuming foods that stain teeth then the results could last for years.

**Does Whitening harm the teeth or gums?**

Safety studies have shown that Teeth Whitening, under the supervision of an experience dentist using the right products, is perfectly safe on the teeth, cheeks, gums and other tissues of the mouth.

Problems have been reported with the whitening kits that are purchased over the counter. Although they are inexpensive, some contain an acid rinse, which can damage the teeth or thin down the enamel of the teeth. This acid rinse can be extremely harmful to the teeth.

There was a case where someone purchased a kit over the counter, whitened their teeth. The teeth went darker and so they continued over using the treatment. This was because the acid rinse had worn the enamel away and the darker shade was the inner dentine that was now exposed.

If you smoke, it is not advisable to whiten your teeth. It is best to stop smoking for at least 3 weeks before commencing the whitening procedure. Smoking causes the teeth to darken anyway and the effects will be diminished.

The technique of whitening teeth is not for everybody. There are some situations where whitening teeth is contra-indicated such as where the front teeth are already crowned or veneered or where there are very large fillings on the front teeth or where the teeth are already excessively worn and there is loss of tooth surface. The most ideal situation is
where there is not much wrong with the teeth except for the colour which has become more yellow with age.

**Some useful tips:**
1. Do not use household bleach to whiten your teeth.
2. This technique is not recommended for pregnant or lactating women.
4. Tooth coloured fillings and crowns do not respond to teeth whitening.
5. Foods and juices high in acid may cause sensitivity. Avoid having too much tea/coffee/red wine/curries during whitening treatment. Please do rinse your mouth well after having any of these items mentioned.
6. If you have questions about any aspects of this treatment, please seek professional advice.
7. Do not use tobacco products or eat/drink while whitening.
Why should I trust that you are the dentist for me?

Over the last decade, we at Montrose Smile Studio have improved the lives of 1000s of people based on a foundation of good dental health. See for yourself by visiting us or go to our website at www.montrosesmilestudio.com

It will be our pleasure to guide you all the way. We have an extensive range of before and after photos that will help you decide which type of Whitening will give you the desired results.

* A beautiful smile is now within your reach. *

So, thank you for downloading your free guide to tooth whitening, please call us today on 020 8894 4639 and book for your FREE no risk and no obligation initial consultation.

Your new whiter teeth are only a phone call away…

See you soon,

Drs Madin and Erum Khan

(PS, Don’t forget to print your voucher and bring with you to claim your FREE Consultation worth £45)
Tired of dark or discoloured teeth? Then come and see us for free and we'll let you know how you have whiter teeth in a matter of hours!

This voucher entitles you to a **FREE** consultation worth £45 on our Tooth Whitening services.

Please present this voucher to our reception staff when you visit the practice.

**What to do now...**
Please call the practice today on 020 8894 4639 or visit www.montrosesmilestudio.com/request-an-appointment.html

Or

If you have a smart phone, simply scan this QR code now to be Taken directly to our online appointment booking page.