

Unique White

Your Professional Agent

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FRESH WHITE
TEETH WHITENING SOLUTIONS



Teeth whitening is a highly effective way of lightening the degraded colour of your teeth without adversely affecting any of the tooth's surface. During the teeth whitening process, the active ingredient in the gel i.e. Carbamide/Hydrogen Peroxide, is broken down and oxygen enters the tooth enamel, bleaching the embedded discoloured substances (stains). The structure of the tooth is not changed; only the tooth enamel becomes a lighter and whiter shade. Fillings, crowns, bridges and bondings, etc. are not affected.

What is the teeth whitening process and how does it work?

The teeth whitening process

Teeth Whitening is actually a bleaching process that addresses discolorations of tooth enamel. Teeth cannot actually be "whitened" using currently available technology. Teeth can only be "lightened" meaning that the colour of some tooth stains can be changed from a yellow brown substance to a clear colour. To truly whiten teeth, crowns or veneers are necessary. Our system uses an effective whitening solution containing

Hydrogen Peroxide/Carbamide Peroxide applied to the teeth for three consecutive 15-20 minute sessions. Our product is a Hydrogen Peroxide and an alternative Carbamide Peroxide solution which allows the optimal period of time for results.

How it removes stains

Our solution will address most stains with a gentle action that whitens your teeth. As the active ingredient in the gel is broken down, oxygen acts upon the stained organic deposits, which oxidizes them into a white colour. The active ingredient penetrates the enamel and acts on the dentine inside to break down organic deposits into smaller lighter particles which lighten the overall colour of the teeth. Your saliva and ambient light break down the active ingredient into water molecules and oxygen ions. These oxygen ions enter the enamel and dentin and change the molecular structure of stain molecules. Many of the coloured stains become clear and your teeth appear lighter and brighter. It is important to note that the stain molecules are not removed, rather their colour is changed.

As the gel is activated, a slight tingling or bubbling sensation may be felt. This is the oxidation process taking place. This process makes the overall tooth colour closer to its natural unstained colour. The structure of the tooth enamel or dentin is not altered in any harmful way.

Is teeth whitening safe?

Yes, years of teeth whitening treatments by Dental Offices have proven that it is safe and effective. Teeth whitening is considered by many dentists as the safest cosmetic dental procedure. The FRESHWHITE gel does not weaken the teeth or harm the enamel of the teeth in any way. The primary ingredients in the FRESHWHITE range of gels are Hydrogen Peroxide and Carbamide Peroxide. These active ingredients have been safely used in teeth whitening for many years and are recognised as effective whitening ingredients by the dental community. Some people may experience teeth sensitivity and gum irritation. This however normally subsides quickly following completion of treatment.

- It is recommended that pregnant women, nursing mothers and anyone taking any form of medication consult their GP prior to whitening their teeth.
- Teeth whitening should not be considered if you have health problems; suffer with periodontal disease, have gums that are in poor condition, wear braces, had recent oral surgery, have decayed teeth, exposed roots or have jaw problems.
- Teeth whitening should not be made available to persons under 16 years of age.

Will it hurt?

Most individuals experience no pain or sensitivity after the Teeth Whitening session. Few however experience minor irritation to the gums and there have been reports of some slight aching and sensitivity of the teeth. This would usually be experienced when drinking either hot or cold drinks. These symptoms normally resolve after a day or two. A desensitising gel, available at most pharmacies, will help to minimize or alleviate this occurrence.



Are there any other side effects?

Other than occasional tooth sensitivity and gum irritation, we have witnessed instances of white patches on the gum line. These symptoms are temporary and normally disappear within a day or so after treatment. Most white patches on the gum line have disappeared within an hour after the treatment. Our method of application ensures that little, if any, gel comes into contact with the soft gum tissue.

What causes tooth discoloration?

There are many causes of tooth discoloration. The most common include heavily pigmented food and drink e.g. coffee, tea, wine, sodas and of course smoking. In other words, our teeth naturally get more and more stained as we age. Other causes could include trauma, certain antibiotics, excessive fluoride, old restorations and thinning of the tooth enamel.

How white will my teeth get?

This depends on the nature of the staining and the length of the session. You should see dramatic shades of colour change overall. It's not unusual to lighten by several shades.

Each individual's results will vary as the condition of teeth varies for each individual and therefore the starting point differs. Teeth also respond differently. Severe discoloration would always yield a greater result than teeth that are already in a good state.

How white your teeth can become from bleaching and whitening is a common question with a very subjective answer. Some whitening sources claim they can whiten your teeth by up to nine shades, but that is highly unlikely. Just a change of two or three shades will make a significant difference in just about anyone's smile.

Not all of your teeth are the same natural colour. Usually your eye teeth tend to be darker than the others, your front teeth are typically the whitest, and molars tend to be a shade between the two. The goal for everyone is to achieve their individual optimum whiteness while still looking natural.



Who can benefit from teeth whitening?

Almost everyone wanting to lighten their teeth can benefit. Teeth whitening solutions work best for individuals that have healthy, un-restored teeth - who would like a whiter, brighter smile and have moderate expectations. However, there are some cases where whitening may not be effective. Of course everyone's teeth are different, so results will vary from person to person. It is important to understand that not all stains can be lightened; typically only "organic" stains are susceptible to peroxide bleaching. Not everyone's teeth will "whiten" the same. Yellowish-hued teeth will probably bleach well, brownish-coloured teeth will bleach less effectively and greyish-hued teeth may not bleach well at all. Tetracycline discolorations and artificial dental work are usually not greatly responsive to bleaching.

Is the whitening process permanent?

The whitened condition of your teeth is only as permanent as the original state. For most people, the result will last a long time. Many stains bleach out permanently and the effect will last for months to years. Your teeth have become stained in the first place from consuming the foods and beverages. Upon the completion of your initial bleaching process, your teeth are restored close to their natural white colour. Exposure to foods, drinks (especially coffee, colas and red wines), smoking and other consumables will gradually darken teeth again over time. You may want to periodically bleach your teeth again. After an initial session, most people do touchups about once every 12-18 months. After witnessing the effects of the whitening process you will most certainly want to maintain the improved look through periodic whitening.

Will the whitening session whiten my existing crowns/veneers/bonds etc?

Teeth whitening will not work on crowns, veneers or composite fillings. In fact, you may end up with different coloured teeth unless you replace the crown or veneer. Stain removal may occur on artificial dental products but they will not whiten any more than their original colour. This factor needs to be considered prior to deciding on whitening. Depending on the location of the veneers/crowns etc you may elect not to have the improvement.

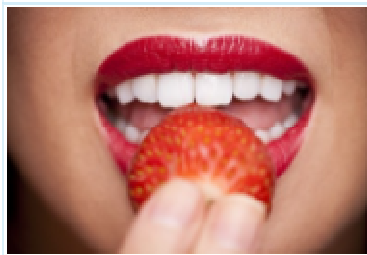
How is FRESHWHITE different from any other teeth whiteners?

FRESHWHITE uses high quality Carbamide/Hydrogen peroxide for optimum results whilst maintaining a high level of client safety and comfort. Other lower strength gels may not deliver results as quickly or completely as FRESHWHITE. Also, there are no harmful acids or abrasives in our products to damage your teeth or gums.

A variety of products are also available for 'at home' use. These include: whitening toothpastes, whitening strips, brush-on gels, and mouth tray kits.

These over-the-counter 'at home systems' produce poor results as they contain low levels of the active ingredient needed to whiten teeth and are slow acting.

FRESHWHITE offer an affordable solution with a strong focus on the overall Teeth Whitening Experience - and a satisfactory result.



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Professional teeth whitening

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