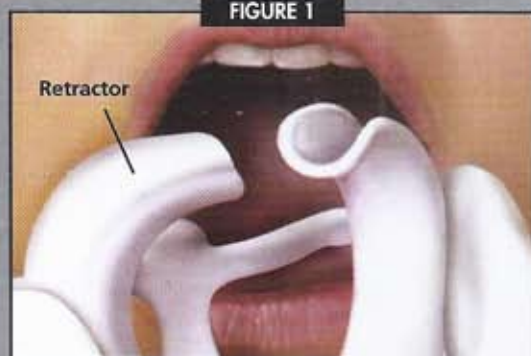


Aesthetic Enhancement Via In-Office Tooth Whitening

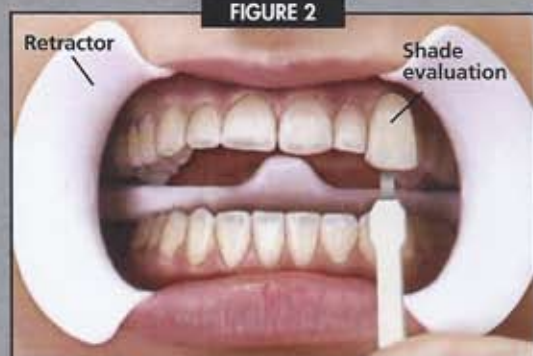
The increasing popularity of tooth whitening is spurred on by the demand of an appearance-conscious public that desires elimination of stains (extrinsic or intrinsic) and smile enhancement. Today, professionally administered tooth-whitening systems such as Zoom![®] use innovative procedures and higher bleaching concentrations to produce faster, more dramatic whitening results.

FIGURE 1



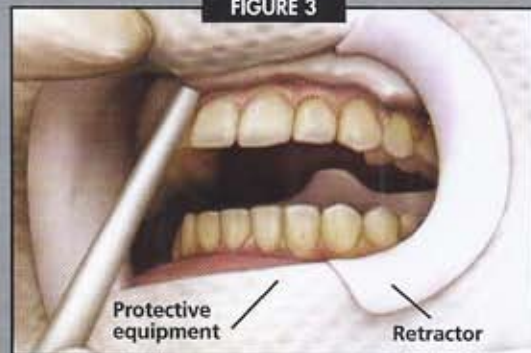
Preoperative view demonstrates the discolored dentition. Zoom![®] Lip and Tongue Retractors are inserted and the patient is instructed to bite down and rest tongue against the guard.

FIGURE 2



The teeth are color-matched using the Vitapan[®] Classical Shade Guide. The prewhitening shade is recorded to facilitate comparison upon completion of whitening treatment.

FIGURE 3



A protective face bib and Zoom![®] Protective Patient Eyewear are placed and adjusted for comfort. The patient is required to wear this protective equipment throughout treatment.

FIGURE 4



Soft tissue is isolated using cotton rolls and gauze and then dried prior to liquid dental dam placement. The liquid dam is applied to the exposed gingival tissues and cured.

World's #1 light activated chairside system

Safe, fast and effective technology that will transform your whitening business.

- Over 10,000 dentists now using the Zoom![®] System
- Low sensitivity formula
- Outstanding results – an average of 8.5 shades in just one hour*
- As featured on ABC's Extreme Makeover

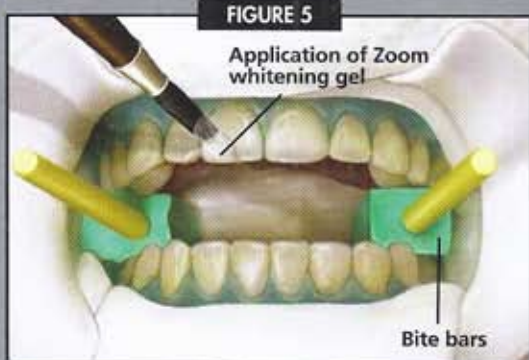
*On the Vitapan[®] Classical Shade Guide, chromatically arranged. Data on file.



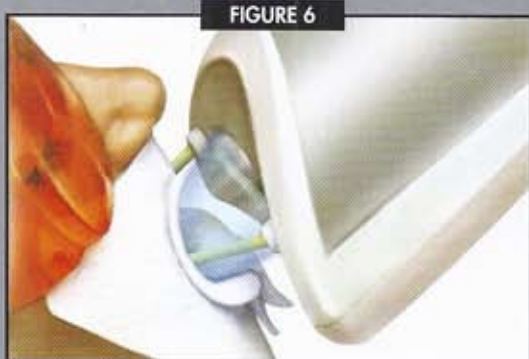
ZOOM!
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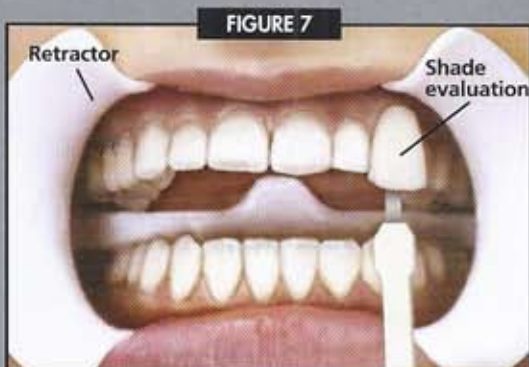
Advances in Whitening Technology



Light guides are placed flush to the bite bar. Zoom!® Whitening Gel is applied to both arches—approximately 2-mm thick on the facial surface of the teeth.



Zoom!® Whitening Lamp is aligned with the light guides and occlusal plane with initial full-mouth exposure for 20 minutes. The gel is removed and then reapplied for two additional 20-minute exposures.



The remaining whitening gel, barrier materials, cotton rolls, and gauze are removed. Suction and rinsing are performed. Postwhitening shade is recorded, and the retractor is removed.

The Art of Whitening

Tooth whitening is the #1 requested and performed cosmetic dental procedure. A variety of options are available today for patients to brighten their smiles, but dentist-supervised treatments remain the safest and most effective way to whiten teeth.



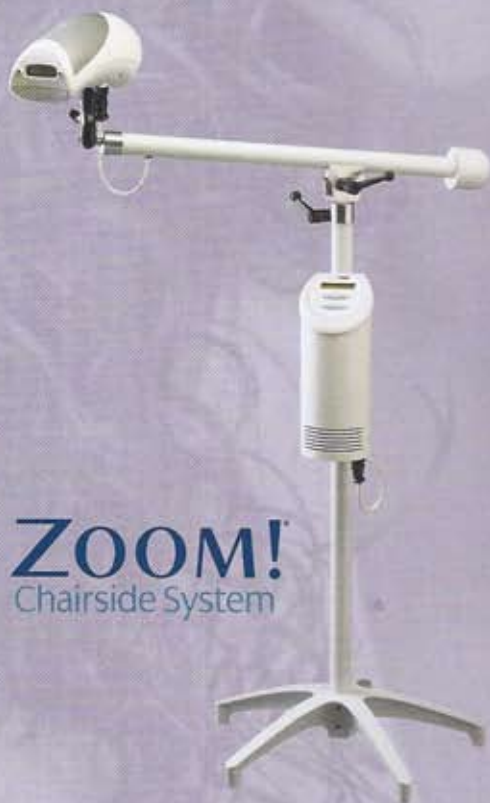
Mitigating Clinical Factors

- Patient age
- Patient medications
- Food consumption (eg, coffee, tea, red wine, colas)
- Lipstick
- Patients who smoke



Benefits of Tooth Whitening

- Improved patient self-esteem
- Youthful patient appearance
- Social acceptance among peers



ZOOM!
Chairside System