



**Tina Gravina**

**9 Questions About  
TEETH WHITENING**

*you were probably afraid  
to ask*

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# Have you ever wanted whiter teeth?

Perhaps you've seen those dazzling award-show smiles on TV. Or maybe you know someone personally whose smile just... Gleams.

Either way, teeth whitening is a safe and easy way to help you **get the smile of your dreams.**

But if you're like most people, you probably have a lot of unanswered questions about the process... How long does it last? Does it hurt? Will it work for me?

This guide will clear those questions up—and give you some ideas for next steps.

But first...

## Understanding your teeth

The surface of the tooth is called the enamel. And since your genes determine how thick and smooth your tooth enamel will be, genetics plays a role in the natural color of your teeth.

Thinner enamel causes your teeth to look less white because more of the dentin—the yellow, bone-like structure that lies just beneath the enamel—shows through. And while enamel can be lightened, the dentin itself can't.

Other factors that affect the color of your tooth enamel include your lifestyle and your diet. For example, if you smoke, drink coffee and eat foods staining foods like blueberries, your enamel becomes stained.

All of this means that if your teeth are discoloured because of stains on your enamel—and not the dentin that lies beneath—then teeth whitening may be for you!

And now... **Answers to nine common questions about teeth whitening.**

## 1. What is teeth whitening?

Many people decide to have their teeth whitened to attain a healthy-looking, bright smile. Teeth whitening treatments are designed to lighten the teeth and remove stains from the enamel.

### **Common products and teeth whitening systems include:**

- Strips
- Trays
- Toothpastes
- Gels
- Rinses
- Lasers

Each of these treatments can improve the look of your teeth; however, not all of them work as well as others. The most effective teeth whitening system we've found is the **Wicked White Pro** system that we offer at Passion Dental Hygiene.

Wicked White Pro is one of the most innovative tooth whitening systems available. Pure ingredients, the finest gel and the use of blue light technology are the characteristics that, for us, place it ahead of similar product or other teeth whitening methods.

## 2. Why whiten your teeth?

It's not uncommon for our teeth to take on a more yellow appearance as time passes. This yellowing occurs because our tooth enamel becomes thinner as we age.

In addition, certain foods and beverages stain the enamel, discolouring the teeth. Whitening your teeth can give you the beautiful, healthy-looking smile you deserve.

### **A whiter, healthier-looking smile can:**

- Improve your self-confidence.
- Help you look younger.
- Allow you to make a positive first impression.
- Help you look your best for special occasions (i.e., class reunions, weddings and even job interviews).



### 3. Can anyone whiten their teeth?

In general, teeth whitening products are not intended for use by children younger than 16 or women who are pregnant, or lactating. However, **most people** who don't fall into one of these categories **can whiten their teeth**.

If you're curious, a dental hygienist at Passion Dental Hygiene can perform a shade assessment and an oral examination to determine if you are a good candidate for teeth whitening.

### 4. Is teeth whitening safe?

Yes, many clinical studies indicate that as long as your gums and teeth are healthy, **cosmetic whitening under the supervision of your dental professional is completely safe**. That last part is important—the Canadian Dental Association strongly recommends you pursue teeth whitening only under the supervision of a dental health professional, such as a dentist or the dental hygienists at Passion Dental Hygiene.

**Wicked White Pro**, in particular, is a safe and effective process, allowing us to whiten our patients' teeth much faster—and with less sensitivity—than with other whitening products.

## 5. Do teeth whitening products really work?

Yes, although some work better than others. And as with any cosmetic treatment, the results achieved vary from one individual to the next.

For example, it is much easier to brighten enamel that appears yellow as opposed to enamel that is gray or brown.

Also, teeth whitening products cannot change the color of composite tooth-colored bonding or porcelain crowns.

While there are numerous teeth whitening products available, at Passion Dental Hygiene, we choose to use the innovative **Wicked White Pro** system to whiten our patients' teeth.

The beauty of Wicked White Pro is that it is 100 percent pure and made with the finest ingredients available. While guaranteeing a specific outcome is impossible, most our patients are **extremely happy with their results.**

Typically, our patients' teeth are one to three shades lighter following their treatment with Wicked White Pro.

## 6. How long does an appointment take?

With a thorough exam, and by addressing your individual needs, our dental professionals can help you achieve your **brightest, healthiest smile in just under 2 hours.**

In just one office visit, you can leave with whiter teeth—without the hassle of impressions or whitening trays, or the painful sensitivity that comes with some other treatments.



## 7. Are there side effects?

Side effects frequently associated with teeth whitening procedures include irritation of the soft tissues in the mouth and tooth sensitivity. Although both conditions are generally temporary, lasting up to 3 days following treatment, you can avoid these bothersome side effects altogether with **Wicked White Pro**.

We feel Wicked White Pro is a step above the rest because of its ability to **whiten teeth without concerns related to sensitivity or irritated soft tissue** in the mouth following treatment. That makes it ideal if you've felt these side effects after treatments with other tooth whitening products.

What's more, Wicked White Pro won't dehydrate the teeth, and, in general, little to no sensitivity is reported following a whitening treatment with Wicked White Pro.

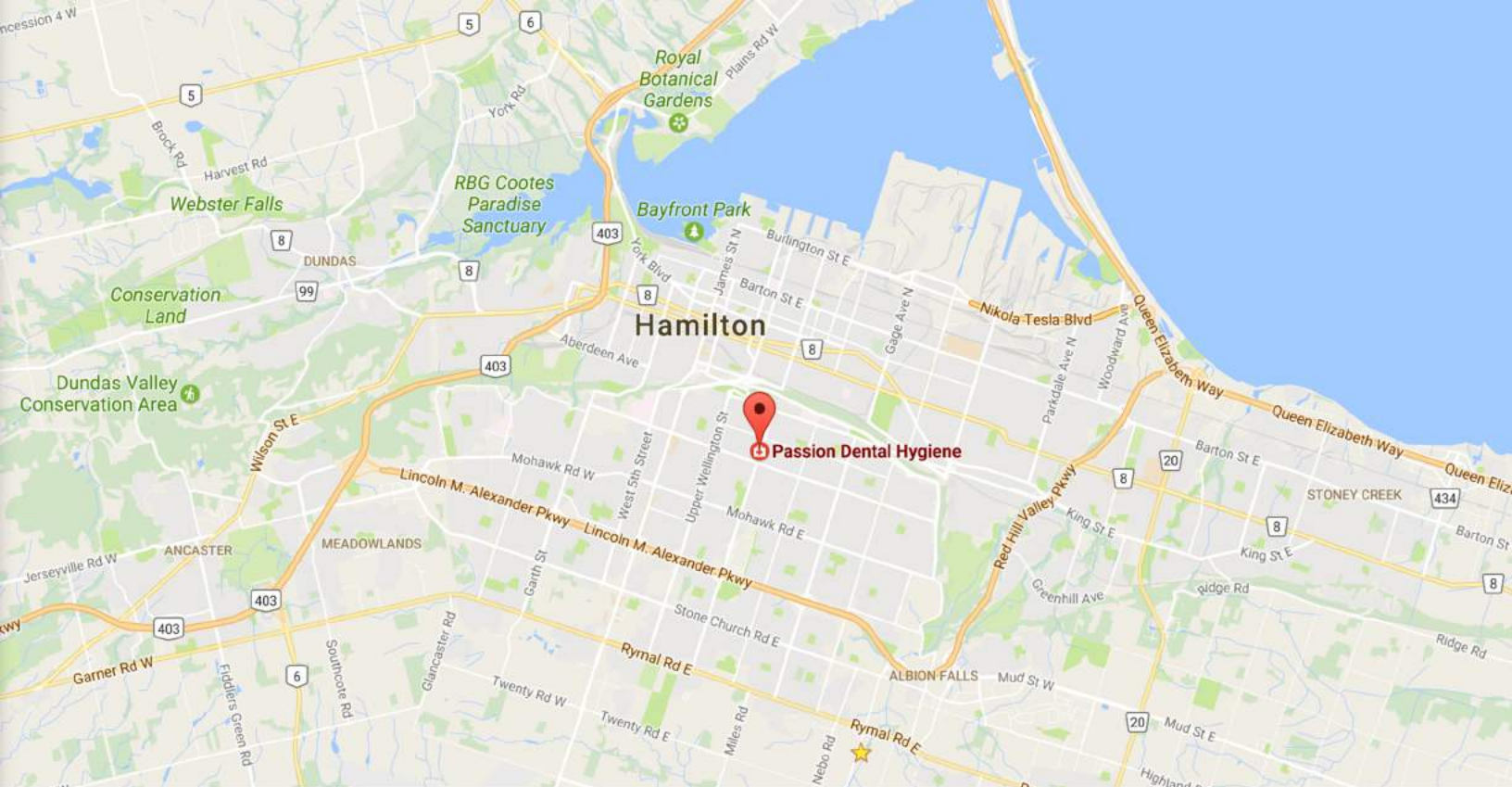
Best of all, if you already have sensitive teeth Wicked White Pro has been shown not to increase tooth sensitivity in most patients.

One important note: during the whitening procedure itself some patients will experience slight sensitivity and, on occasion, a minor tingling sensation directly thereafter. However, this sensation diminishes rather quickly—leaving you only with white teeth!

## 8. How long does teeth whitening last?

Since the stains on your enamel are addressed during your treatment, your enamel will permanently appear lighter than it was prior to your Wicked White Pro whitening treatment.

However, caring for your new smile requires brushing and flossing twice a day. Regular cleanings and dental checkups are also essential. Occasional refresher sessions and the use of the Wicked White extender pen are ideal for keeping your teeth looking their best.



## 9. How do I get started?

If you're ready for a brighter, healthier-looking smile, contact Passion Dental Hygiene at **289.768.5443** or **info@passiondentalhygiene.com** today to schedule an appointment with one of our skilled dental professionals.

Or if you'd like, ask any questions we haven't answered here. We don't mind—at Passion Dental Hygiene, we are always happy to help you in your quest for outstanding oral health!

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