



## Whitening Q&A

### Is tooth 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 dental professional is your best resource to make sure you're a good candidate for whitening and that you are using the right formula. Philips Zoom take-home whitening products have two mild desensitising agents, potassium nitrate and Amorphous Calcium Phosphate (ACP), to help minimise tooth sensitivity.

### How is Philips Zoom different?

No professional whitening brand is requested by more patients than Philips Zoom.\*\* Dental professionals have trusted Zoom's advanced technology and superior results backed by robust clinical evidence for more than 20 years.

### How long will my Philips Zoom results last?

Whitening treatments help to reduce existing stains, but through consumption of coffee and soft drinks or just through natural aging, your teeth may eventually become discoloured again. Maintenance whitening can help combat recurring discolouration. Philips Zoom offers a variety of whitening options to help maintain your white smile.

### What causes teeth to discolour?

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

### How long does it take?

With Philips Zoom WhiteSpeed, teeth can be up to 8 shades whiter in 45 minutes.<sup>1</sup> With Zoom take-home, you can achieve great results within 1-2 weeks. With Philips Zoom QuickPro whitening varnish, you can achieve a noticeably whiter smile with a 10-minute application and with little to no sensitivity.<sup>2</sup>

For more information, ask your dental professional or go to [philips.com.au/zoom](http://philips.com.au/zoom)

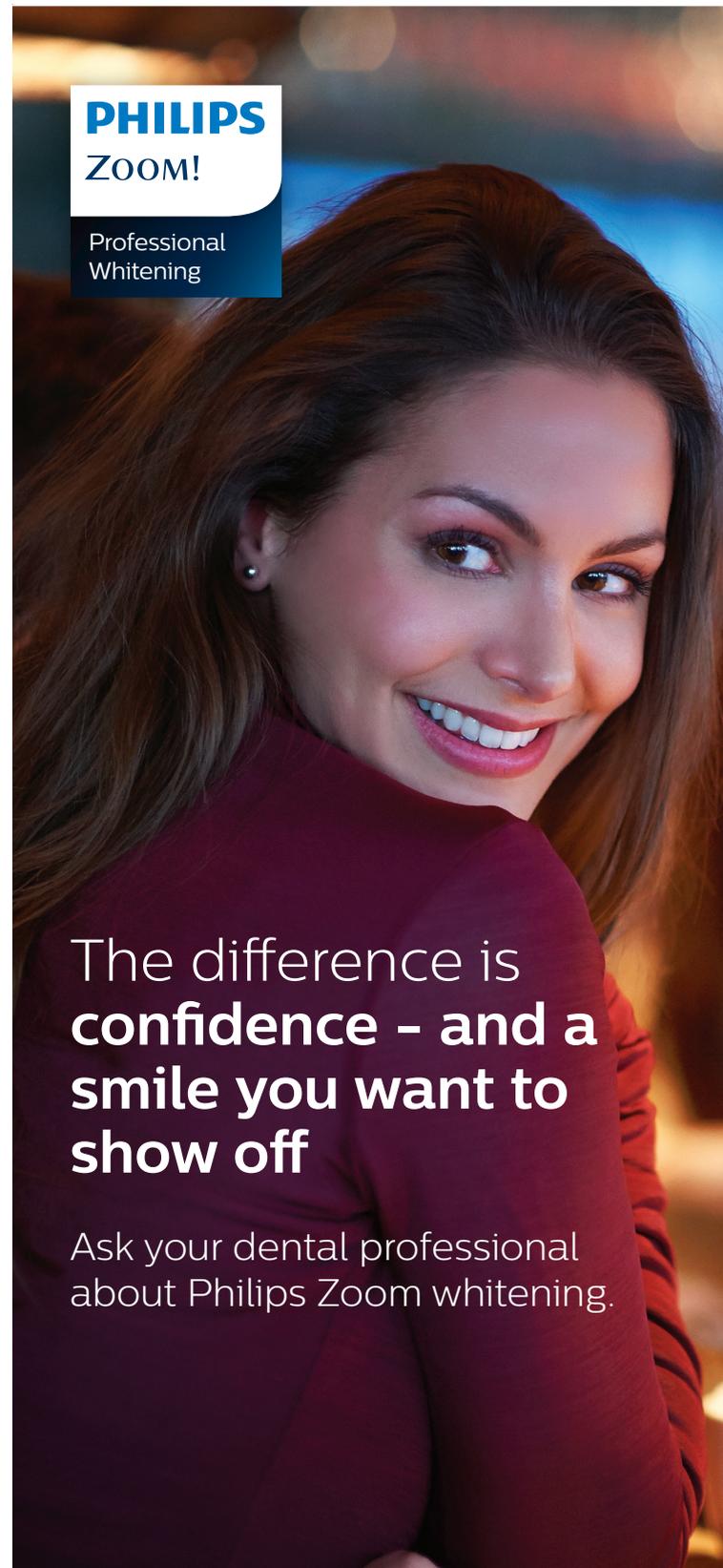


\*\*Only in U.S. <sup>1</sup>Not including preparation time  
<sup>2</sup>Does not include 30 minute wear time  
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**PHILIPS**  
**ZOOM!**

Professional  
Whitening



The difference is  
**confidence - and a  
smile you want to  
show off**

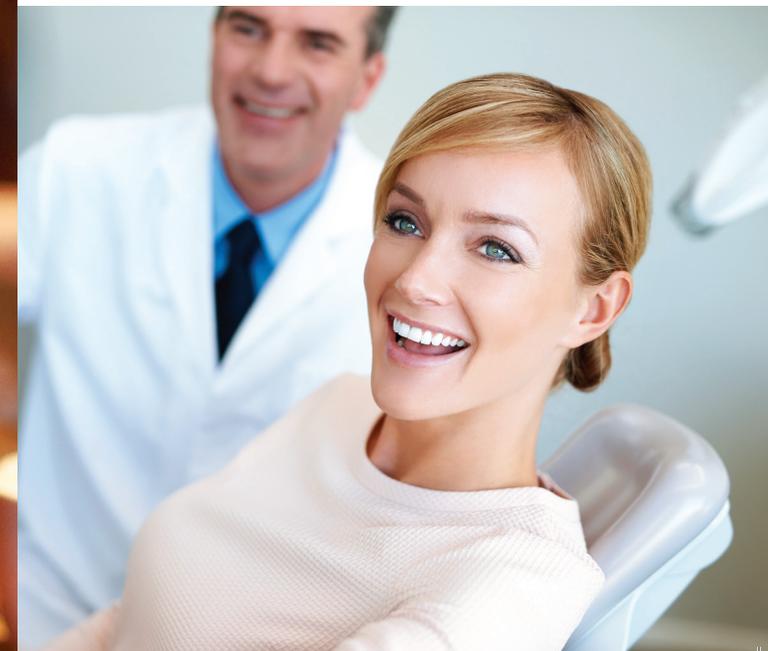
Ask your dental professional  
about Philips Zoom whitening.

## For confidence that glows

Your smile is the way you greet the world. While you have many options for whitening your teeth, your dental professional is your best resource for whitening treatments. Only dental professionals have access to the most effective, professional-strength whitening solutions and can help ensure your treatment is safe.

### Why you should ask your dental professional about professional whitening

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.



Can't wait for your 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 or Google Play.



# Philips Zoom has the best whitening solution for you

## What Philips Zoom teeth whitening can do for your smile

To achieve the teeth you want, Zoom tooth whitening offers you a full range of options based on your needs and your lifestyle. Professional teeth whitening with Philips Zoom is safe, effective pain-free, teeth whitening treatment used by over 10 million people worldwide

## Incredible results, in the dental practice

Philips Zoom WhiteSpeed



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

Before



After



## Take-home whitening that's as unique as you are

Philips Zoom DayWhite and NiteWhite

Philips Zoom DayWhite and NiteWhite give you superior whitening results by utilising high-potency gels with custom-moulded trays, specially made to fit your teeth. With Philips Zoom, your dental professional creates a treatment program designed around your specific needs. Sensitive teeth? Check. Dramatic results fast? We've got it covered.



DayWhite

for shorter wear time, available in 6%, 9.5% and 14% hydrogen peroxide.



NiteWhite

for overnight wear, available in 10%, 16% and 22% carbamide peroxide.

Achieve your maximum, whitest smile in just 1-2 weeks



For more information, ask your dental professional or go to [philips.com.au/zoom](http://philips.com.au/zoom)

# Sensitivity management and maintenance

## Managing sensitivity

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



## Whitening maintenance

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

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

