

## Tooth whitening/bleaching

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At Bloomsbury Dental Group we use a system of tooth whitening called Zoom.

The Zoom in-surgery whitening system is a revolutionary tooth whitening procedure. It's safe, effective and fast. In just over an hour, your teeth will be dramatically whiter. Zoom whitening is ideal for anyone looking for immediate results. The convenience of Zoom, in comparison to days of wearing trays and gradual whitening, makes it the perfect choice for the busy individual.



The Zoom whitening procedure is simple and painless. It begins with a short preparation to isolate your lips and gums. The dentist then applies the proprietary Zoom whitening gel, which is activated by a specially designed light. After 20 minutes the gel is fully activated and so is removed and fresh gel applied. This procedure is repeated 2-3 times. Teeth typically become at least six to ten shades whiter, sometimes more.



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### **Frequently Asked Questions**

#### **Who may benefit from tooth whitening?**

Almost anyone. However, treatment may not be as effective for some as it is for others. Your dentist can determine if you are a viable candidate for this procedure by way of an initial screening examination.

#### **Do many people whiten their teeth?**

More people than you might imagine. A bright, sparkling smile can make a big difference for everyone. The Zoom whitening system makes it easier and faster than ever before.

#### **Is whitening safe?**

Yes, extensive research and clinical studies indicate that whitening teeth under the supervision of a dentist is safe. In fact, many dentists consider whitening the safest cosmetic dental procedure available. As with any tooth whitening product, Zoom is not recommended for children under 13 years of age and pregnant or lactating women.

#### **What if my teeth do not whiten as much as I would like?**

We supply you with complimentary tubes of gel and small plastic trays that fit over your teeth. We recommend that you wear these trays twice each day for 30 minutes for 2-3 weeks after the in-surgery whitening. This will achieve an even whiter result.

#### **How long do the results last?**

Because tooth whitening is not permanent you may expect a shade regression each 6 months or so. You may restore your teeth to their original brightness by wearing the trays and gel supplied for a short period from time to time. This is entirely discretionary but, typically, may be every 1-2 months. There are permanent ways of whitening teeth such as veneers.

#### **Is there any difference between over-the-counter tooth whiteners and Zoom?**

Yes! Consulting your dental professional is always the first step to whitening your teeth safely. Plus, over-the-counter tooth whitening strips, brush-on gels and toothpastes take weeks or months to whiten your teeth just a few shades, if at all.

#### **What does a patient experience during the Zoom in-surgery procedure?**

During the procedure, patients may comfortably watch television or listen to music. Many actually fall asleep. Individuals with a strong gag reflex or anxiety may have difficulty undergoing the entire procedure.



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### **Are there any side effects?**

Some people experience temporary increased tooth sensitivity to cold during treatment. These symptoms disappear within 1-3 days after interruption or completion of the treatment.

### **What if I dislike the shape and arrangement of my teeth as well as the colour?**

Tooth whitening will only change colour. In fact, a number of patients have discovered that whiter teeth have only meant that they have been more aware of their concerns with shape and arrangement. This is why an initial screening examination before the process itself is so helpful. Your dentist will discuss everything with you and offer you alternative solutions that will change shape, arrangement and colour, if you so wish.

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**Please call us if you have any questions.**