

# Whitening – guaranteed

**Ash Parmar** talks about the increasing popularity of tooth whitening and why he's been enlightened

There's no question that dentists are witnessing a real increase in demand for professional tooth whitening and it's certainly the most popular cosmetic treatment that we offer at my practice, Smile Design by Ash.

This demand has led to a variety of new whitening systems from different manufacturers coming onto the market, but the question remains, 'What should dentists be looking for in both the product and application to get the best whitening results for their patients?'

My practice has a world-class reputation and my clientele expect the very best in whitening procedures, so choosing the right system to get results is vital. I offer my patients two whitening options. Zoom! home whitening with either Day or Night White gels, and my preferred option, Enlighten Evolution 3, which is a 'combination technique', and is one of the most advanced professional whitening systems available in the UK.

There is a third option, which is chair-side whitening alone, using lamps that take about an hour and a half. Occasionally patients ask for this as they are not prepared to wait around two weeks for optimum whitening results, but I try and discourage patients from chair-side whitening alone.

In my opinion it does not give significant or long-lasting results – much of the whitening effect is purely down to dehydration as it makes the teeth very dry, and it does not provide trays for later top-up whitening. For older patients in particular, whose teeth have naturally darkened over time, chair-side whitening alone rarely gives the impact they're after, and if they are disappointed with the results this can only reflect badly on you as a dental professional.

## Case selection

Case selection is really important with tooth whitening and every case is different. Each case must be carefully assessed on its own merit and a number of parameters need to be taken into consideration:

- Age: the older the patient, the longer it will take for whitening to take effect



Enlighten Evolution 3 tooth whitening kit



The Smile Design by Ash reception



- Starting colour: starting whitening with a 'Vita C shade' will naturally take longer than other shades
- Lifestyle: if a patient smokes or drinks a lot of tea and coffee, this will have a detrimental effect on the whitening result
- Sensitivity: whitening can increase sensitivity in some patients.

And don't forget the importance of the role of the dental hygienist. Removing superficial stains from the likes of smoking, coffee, tea and red wine is essential before whitening takes place and I always advise patients that a simple, thorough cleaning session with the hygienist can often mean that 50% of the whitening is already done.

There's no specific patient profile of those looking for

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tooth whitening. It can be anyone these days and there is no age limit, other than that patients should be over the age of 18. It is safe, effective and scientifically proven beyond doubt, plus it gives people a psychological boost by making them look and feel more confident about themselves.

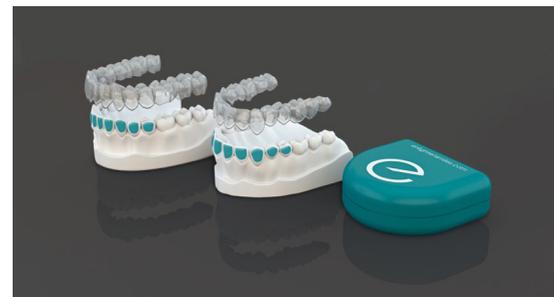
Patients are prepared to search out and pay a considerable amount of money for tooth whitening, but they do need to realise that an essential part of the treatment is actually down to them. I find that if you inspire and motivate patients by showing them similar cases with before and after photos, then they are far more likely to comply with the necessary daily home treatment for the next two to three weeks, and appreciate the commitment they need to invest, in order to get the best results.

## That tingling feeling

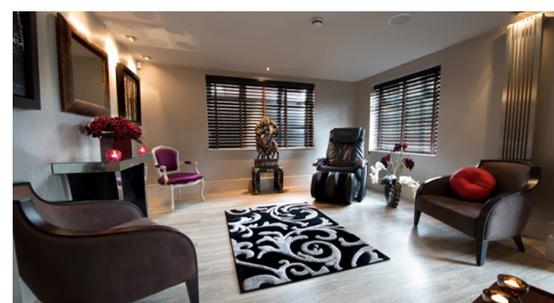
Side effects of whitening can be a concern for some. The most common experienced by patients is a slight tingling or sensitivity during treatment. Sensitivity is more likely in younger patients as the pulp is bigger and the tiny openings that connect the outside of the tooth to the inside are more open, so the gel molecules pass through much faster. In older patients the teeth are less porous so the gels take longer to penetrate. This means there is less chance of sensitivity or pain, but treatment will take longer.

Older patients and those who smoke can have receding gums, revealing more of the tooth and exposing dentine at the necks of teeth. Gel contact on these areas can cause pain and sensitivity. What I like about the Enlighten Evolution system is that though they cannot claim to eliminate sensitivity entirely they do provide anti-sensitivity serum toothpaste (to be used for two weeks whilst the whitening trays are being made at the dental laboratory).

This helps teeth acclimatise more readily to whitening treatment. At the tray fitting appointment there is also a special varnish applied near the necks of the teeth to



Enlighten Evolution 3 tooth whitening trays



The Smile Design by Ash relaxation room

ensure the risk of sensitivity is minimised, and patients can eat and drink whatever they like during the course of treatment. Special anti-sensitivity swabs are also included in the patient kit to take home.

## B1 guaranteed

Evolution is claimed to be the only product to guarantee that any patient will whiten to at least a B1 shade. For me this is a good protocol for the company to have as it demonstrates that they are quite literally 'putting their money where their mouth is'. Enlighten's B1 guarantee does work – I have used it on myself and my staff, and that guarantee alone gives my patients the confidence that they will get results and consequently are willing to pay a premium price for the treatment.

Whitening has a big future. It is an important treatment type and properly assessed patients benefit enormously from it. From a dentist's point of view not only are Enlighten's results guaranteed, their marketing, literature and support is excellent. From my own point of view, I would personally recommend to other dentists that this is the one system to use to get guaranteed B1 results every time.

## Next time

In 2014, I had fixed braces for the second time in my life. After the braces treatment, I wanted to improve the appearance of my smile with teeth whitening and a necessary porcelain veneer for my upper right canine. For me to confirm how good Enlighten's Evolution 3 system was, the only way was to try it out on myself. In the next issue read my case study and see how well I got on. **D**



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Hands On Aesthetic, Restorative and Occlusion Course once a year. His inspirational teaching website for dentists, [www.theacademybyash.co.uk](http://www.theacademybyash.co.uk) is packed with invaluable articles, clinical videos and case studies. Visit [www.smiledesignbyash.co.uk](http://www.smiledesignbyash.co.uk) to find out more.

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