

# Which Philips Zoom treatment is best for you?



## A radiant smile for a confident you

It's the first thing people notice about you — and when you feel good about it, it shows. Philips Zoom  gives you the radiant results you want with a variety of professional whitening options to fit your lifestyle. And when it comes to whitening, like with everything having to do with your smile, your dentist is your best resource. That's why only dental professionals have access to the professional-strength whitening of Philips Zoom.

Get your most confident smile today with the **#1 most patient-requested professional whitening brand** — Philips Zoom.

A white bright smile can be a confidence booster and a great way to get noticed. Depending on our everyday choices, we may not have the smile we always wanted. Wine, smoking, tea, soda and other foods and beverages can cause teeth staining.

### *What causes yellow teeth?*

There are numerous types of teeth stains; some are genetic, environmental or pharmacological in nature. The most common are surface stains on the enamel or beneath the enamel in the dentin. Surface stains are caused by foods, beverages and lifestyle behaviors, like smoking. Over time, surface stains may penetrate the enamel and change the color of the dentin, which darkens the overall appearance of the tooth due to the translucency of the enamel layer. When this occurs, the tooth often appears yellow.

### *What teeth whitening options are there?*

There are many whitening options, from OTC toothpastes, rinses and strips, to professionally supervised solutions such as Philips Zoom in-office and take-home whitening.

### *How do whitening products remove surface stains?*

Certain products may remove surface stains by using abrasion or through a chemical reaction. Whitening toothpastes may contain silica molecules that polish the enamel. Rechargeable toothbrushes such as Philips Sonicare Diamond Clean use the action of the bristles on the tooth surface to remove the stains.

### *How do whitening products remove stains below the enamel?*

Whitening products including hydrogen peroxide or carbamide peroxide, which cause a chemical reaction that breaks apart the carbon bonds that create yellow stains. Once the bonds are broken, they no longer reflect a yellow color.

### *Is teeth whitening safe for my teeth?*

As you would with any product you use on your body, be sure to follow the teeth whitening directions carefully. Some whitening products can irritate your gums or cause undue sensitivity if used improperly or too often.

The safest way to whiten your teeth is under the supervision of your dental professional who will assess your overall oral health, the health of your teeth and know the history of your teeth. For example, if your dental professional knows that you are prone to sensitivity, he or she may recommend a gentle formulation to ensure you get the results you are looking for with a treatment that you will enjoy.

### *How long does my treatment last?*

Most whitening services are designed to last for a long period of time, but relapse is not uncommon due to personal behaviors that restain your teeth.

### *How do I choose the right Philips Zoom whitening solution?*

Philips Zoom is a professional solution only available at your dental professional's office. During the consultation with your dental professional, he or she may recommend a solution that best fits your needs, your lifestyle and your budget. See the [product comparison page](#) for more details about our offerings.

### *How can I maintain my white teeth after a Philips Zoom treatment?*

Your dental professional will give you instructions for care before and after your treatment. There are several options to maintain your white smile, including: Philips Zoom DayWhite Touch-up take-home whitening, Philips Zoom Whitening Pen and Philips Sonicare DiamondClean electric toothbrush.

### *What is the cost of the Philips Zoom procedures?*

Prices vary depending on the treatment and can start at \$99 for a kick-start whitening procedure or higher for more dramatic results.

# Philips Zoom take-home

*Whitening designed to fit your unique needs*

*Whiten your way, on your time*

Philips Zoom DayWhite and NiteWhite give you superior whitening results by utilizing high-potency gels with custom-molded trays, specially made to fit your teeth. Philips Zoom DayWhite and NiteWhite kits offer five different options to meet your needs. Sensitive teeth? Check. Dramatic results fast? We've got it covered. With Philips Zoom, your dental professional will recommend the right whitening formula strength for you to take home. You will be matched with the treatment that fits your lifestyle to achieve your best results.

## *Philips Zoom DayWhite Maximum white*

When you need maximum results in just a few minutes a day, DayWhite Maximum white is the right choice for you.

## *Philips Zoom NiteWhite Maximum white*

If you want dramatic whitening while you sleep, NiteWhite Maximum white is the product of your dreams.





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