

GET IT RIGHT

Philips Zoom Teeth Whitening System Fact Sheet

PHILIPS ZOOM!

Professional teeth whitening is a process in which a dental professional (dentist, hygienist, dental assistant) helps a patient decide what level and type of whitening is appropriate for them, then either administers the process directly or provides clear direction to the patient for self-administering at home. The member of the dental team will review the patient's dental history to make sure they are a good candidate for whitening, recommend the best product for their lifestyle and oral health situation, and also oversee the treatment process. One type of professional treatment is light-activated, in-office whitening,ⁱ and the most effective and fastest light-activated treatment is Philips Zoom whitening.ⁱⁱ



What is Philips Zoom?

Philips Zoom is the leading in-office, light-activated teeth whitening system. It is quick, convenient, safe and effective. Zoom uses a bulb with a mix of ultraviolet (UV) and visible light to enhance the penetration of the whitening gel into teeth enamel, thereby improving the result of the teeth whitening.ⁱⁱⁱ Clinical studies have shown that when a light source is added to the whitening process, the results are enhanced. As reported in the *Journal of the American Dental Association*, "Peroxide and light treatment significantly lightened the color of teeth to a greater extent than did peroxide or light alone."^{iv}

How It Works

A thorough teeth cleaning is recommended prior to a Zoom whitening session.^v The procedure is safe and performed routinely, but requires a licensed dental professional to administer it. The process begins with a short preparation to cover lips and gums, leaving the teeth exposed so that the high concentration peroxide gel does not touch sensitive oral "soft" tissue.^{vi} The clinician then applies the proprietary whitening gel and points the Zoom light at the teeth.

Philips Zoom light-activated whitening gel's active ingredient is hydrogen peroxide. As the hydrogen peroxide is broken down, hydroxyl radicals enter the enamel and dentin, whitening colored substances while the structure of the tooth is unchanged. The Zoom light aids in activating the hydrogen peroxide and helps penetrate the surface of the tooth.^{vii} The gel is applied for three 15-minute sessions for a total treatment time of 45 minutes.^{viii} Clinical studies conducted with patients have resulted in an average shade change of eight shades in one office visit.^{ix} To help stabilize the whiter shade of their teeth, patients are provided with customized trays and a syringe of take-home gel for a short, at-home follow-up treatment.

Aftercare

To keep teeth looking their best after a Zoom treatment, it is recommended that patients maintain proper oral hygiene by flossing and brushing twice a day. Additionally, patients should conduct occasional whitening touch-ups with products distributed by their dental professional, either at home or at the dental office.

ⁱ Professional Teeth Whitening. Teethwhitening.com. Retrieved July 29, 2011 from <http://www.teethwhitening.com/dentist-laser-whitening/professional-in-office-teeth-whitening.html>.

ⁱⁱ Zoom Homepage. Zoomnow.com. Retrieved August 11, 2011 from http://www.zoomnow.com/?utm_source=TW_Com&utm_medium=TW_Content&utm_campaign=TW_Com_Review_Page.

ⁱⁱⁱ Ontiveros JC, Paravina R, Ward MT. Clinical Evaluation of a Chairside Whitening Lamp and Bleaching Efficacy. *Journal of Dental Research*. Vol. 87 (Special Issue A): 1081, 2008.

^{iv} JADA, Vol. 134, February 2003, p167-175.

^v Zoom FAQ. Zoomnow.com. Retrieved July 29, 2011 from <http://zoomnow.com/faq.php>.

^{vi} Teeth Whitening Procedures & Steps. Teethwhitening.com. Retrieved July 29, 2011 from <http://www.teethwhitening.com/dentist-laser-whitening/power-bleaching.html>.

^{vii} Zoom FAQ. Zoomnow.com. Retrieved July 29, 2011 from <http://zoomnow.com/faq.php>.

^{viii} Teeth Whitening Procedures & Steps. Teethwhitening.com. Retrieved July 29, 2011 from <http://www.teethwhitening.com/dentist-laser-whitening/power-bleaching.html>.

^{ix} Teeth Whitening Costs & Results. Teethwhitening.com. Retrieved August 5, 2011 from http://www.teethwhitening.com/dentist-laser-whitening/bleaching-costs.html#_ftn1.