



Whitening Portfolio Overview

A full suite of whitening to meet every clinical need and whitening goal

In-chair whitening

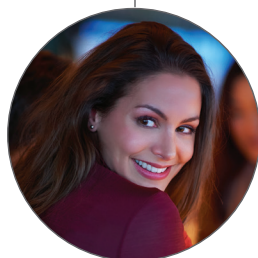


Immediate results
+
Maximum shades
(up to 8 shades)



Zoom WhiteSpeed
LED Accelerator

At-home



Night-time (Carbamide Peroxide)
4 – 6 hours/day



NiteWhite 10%



NiteWhite 16%



NiteWhite 22%



Daytime (Hydrogen Peroxide)
15–30 min./twice daily



DayWhite 6%



DayWhite 9.5%



DayWhite 14%

Sensitive
patients

Standard
care

Extra
strength

On the go



Anytime
twice daily



Zoom Whitening
Pen (5.25% HP)

Sensitivity



Pre/Post
Whitening



Relief ACP
Oral Care Gel

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Whitening options	Gel concentration	Shade results	Wear time	For patients with	Type of tooth stain
In-chair whitening					
Philips Zoom WhiteSpeed	25% hydrogen peroxide	One dental visit and maximum shades (up to 8 shades)*	Three 15-minute sessions of light-activated whitening	Low to no sensitivity and who want maximum results	Most effective on medium to heavy yellow staining
At-home whitening					
Philips Zoom NiteWhite	10%, 16% & 22% carbamide peroxide	Optimal results within 2 weeks	Overnight, or a minimum of 4 – 6 hours or 1 – 2 hours (22%) if sensitive	10% High sensitivity 16% Average sensitivity 22% Low to no sensitivity	Most effective on grey and tetracycline staining
Philips Zoom DayWhite	6% hydrogen peroxide 9.5% hydrogen peroxide 14% hydrogen peroxide	Optimal results within 1 week	60 minutes, twice daily 30 minutes, twice daily 15 minutes, twice daily	6% High sensitivity 9.5% High to average sensitivity 14% Low to no sensitivity, need to whiten quickly	Most effective on yellow and brown staining
On-the-go whitening					
Philips Zoom Whitening Pen	5.25% hydrogen peroxide	Optimal results in 15 days	Twice daily	Ideal for all patient types	Most effective on interproximal areas

Treating whitening sensitivity

Some patients may experience sensitivity as part of their whitening treatment. Here are some recommendations for minimising sensitivity and ensuring that your patient has a positive whitening experience.

Before Philips Zoom in-chair whitening treatment

- Recommend using desensitising toothpaste for two weeks prior to an in-chair Philips Zoom treatment. Replace existing toothpaste and use twice daily.
- If the patient has custom trays, recommend wearing Relief ACP Gel in the tray for 10 – 30 minutes, once per day for 2 – 3 days prior to the Philips Zoom treatment.
- Apply Relief ACP to the lingual surfaces immediately before a Zoom procedure.



After in-chair Philips Zoom whitening treatment

- Immediately following an in-chair procedure, use Relief ACP in trays for 10 – 30 minutes.

Hydrogen vs. Carbamide

Hydrogen peroxide and carbamide peroxide are the two most common ingredients used to whiten teeth. Hydrogen peroxide is highly potent for a short period of time, and best for patients who need short wear time.

Carbamide peroxide is hydrogen peroxide mixed with urea, an ingredient that extends the effectiveness of peroxide over a longer period of time. Carbamide peroxide formulas are best for patients that prefer to wear their trays overnight.

Choosing one formula versus another, should be based on the lifestyle needs, stain types and treatment required for each individual patient.

Product Name	Product Concentration	Equivalent
NiteWhite	10% CP	3.6% HP
	16% CP	5.7% HP
	22% CP	7.9% HP
DayWhite	6% HP	16.6% CP
	9.5% HP	26% CP
	14% HP	38.7% CP

Helpful Tip!

To convert hydrogen peroxide to a carbamide peroxide equivalent, multiply the hydrogen peroxide percentage by 2.765.

To convert carbamide peroxide to a hydrogen peroxide equivalent, divide the carbamide peroxide percentage by 2.765.

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