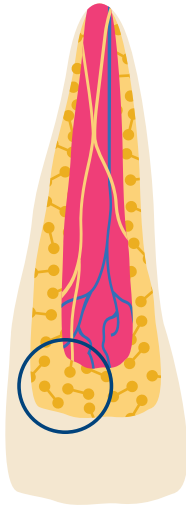


**PHILIPS**

**ZOOM!**

Teeth whitening

# All about stains and how to treat them



## Intrinsic stains

### Causes



Medications (tetracycline)



Fever/illness



Smoking



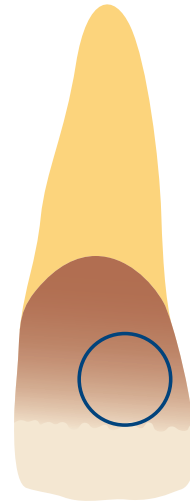
Food/beverage



Aging

### How to treat intrinsic stains

Use a professional grade whitening gel that whitens teeth gently and evenly under the enamel in the dentin.



## Extrinsic stains

### Causes



Smoking



Chromogenic bacteria  
(due to plaque buildup)



Food (such as berries and tomatoes)  
and beverages (such as coffee, tea,  
red wine and apple juice)

### How to treat extrinsic stains

#### Philips Sonicare

Use DiamondClean Smart in White mode with the All-in-One brush head to remove up to 100% more extrinsic stains than a manual toothbrush in less than a week.

#### Whitening pen (5.25% HP)

The click-pen applicator is an easy way to maintain a whiter smile.



# Who is right for whitening?

"I'm more confident and that just feels so much better."



## Rosa, 26

After two years of wearing braces, Rosa wanted to brighten her newly straightened smile.

### Her treatment

- Two weeks of Zoom NiteWhite 22% CP take-home

5 shades whitened



"The results I saw were immediate."



## Jonathan, 28

A longtime chewing tobacco habit left Jonathan feeling self-conscious about his severely discolored teeth.

### His treatment

- Zoom WhiteSpeed lamp in-office
- Two weeks of Zoom NiteWhite 16% CP take-home

10 shades whitened



"My wife said, 'Wow, you look 10 years younger!'"



## Allen, 71

A self-proclaimed "dentistphobe," Allen decided on a whim to try whitening to freshen up his appearance.

### His treatment

- Zoom WhiteSpeed lamp in-office

6 shades whitened



## Which Philips Zoom treatment is right for you?

### In-office whitening

- For patients who want instant, dramatic results
- Patients with deep and dark stains should start with Zoom WhiteSpeed in-office whitening and follow up with a take-home kit.

### Whitening pen

- For patients with lighter stains, those who want to whiten on the go, or those seeking a quick touch-up option.



### Take home whitening

- For all patients.
- For light to yellow stains achieve optimal results in up to 2 weeks (darker stains may take longer).



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### Medical considerations

Philips Zoom is not suitable for pregnant patients, immunocompromised patients and those under the age of 13.