

Zoom!

Professional Whitening System

Do you want to Zoom!?

The *Zoom!* Chairside Whitening System is a scientifically advanced, patent pending, tooth whitening procedure. It's safe, effective and fast, very fast. In just one office visit your teeth can become dramatically whiter. *Zoom!* Chairside Whitening is ideal for anyone looking for immediate results. It's the perfect choice for the busy individual.

Get ready to Zoom!

The *Zoom!* In-Office Whitening System can make your teeth dramatically whiter in just 45 minutes of treatment time. The procedure is simple. It begins with a short preparation to cover your lips and gums, leaving only your teeth exposed. The *Zoom!* dentist then applies the proprietary *Zoom!* Whitening Gel, which was specially designed to be used with our *Zoom!* light. The *Zoom!* light and gel work together to gently penetrate your teeth, breaking up stains and discoloration. With proper care and whitening maintenance your smile can sparkle for years.

Tune in to Zoom!

Take your first step to feeling good, looking great and making a memorable impression every time you smile. You owe it to yourself!

Frequently Asked Questions

Q: What is *Zoom!* tooth whitening?

A: *Zoom!* is a whitening process that lightens discoloration of enamel and dentin.

Q: What causes tooth discoloration?

A: There are many causes. The most common include aging and consumption of staining substances such as coffee, tea, colas, tobacco, red wine, etc. During tooth formation, consumption of tetracycline, certain antibiotics or excessive fluoride may also cause tooth discoloration.

Q: Who may benefit from tooth whitening?

A: Almost anyone. However, treatment may not be as effective for some as it is for others. Your dental professional can determine if you are a viable candidate for this procedure through a thorough oral exam, including a shade assessment.

Q: Is whitening safe?

A: Yes. Extensive research and clinical studies indicate that whitening teeth under the supervision of a dentist is safe. In fact, many dentists consider whitening the safest cosmetic dental procedure available. As with any tooth whitening product, *Zoom!* is not recommended for children under 16 years of age and pregnant or lactating women.

Q: How long do the results last?

A: By following some simple post whitening care instructions, your teeth will always be lighter than they were before. To keep your teeth looking their best, we recommend flossing, brushing twice daily, and occasional maintenance with NiteWhite ACP whitening gel. These are professional formula products designed specifically to keep your teeth their brightest. They are available only through your dentist.

Q: How does the *Zoom!* In-office system work?

A: The *Zoom!* light activated whitening gel's active ingredient is hydrogen peroxide. As the hydrogen peroxide is broken down, oxygen enters the enamel and dentin, bleaching colored substances while the structure of the tooth is unchanged. The *Zoom!* light aids in activating the hydrogen peroxide and helps it penetrate the surface of the tooth. New clinicals have shown the *Zoom!* Advanced Power™ whitening system delivers 33% better whitening than gel alone immediately following the procedure and 44% superior results after 30 days.

Q: What does a patient experience during the *Zoom!* In – Office Procedure?

A: During the procedure, patients may comfortably watch television or listen to music. Individuals with a strong gag reflex or anxiety may have difficulty undergoing the entire procedure and should consult with their dentist before the procedure.



* As measured with the Vita® Classical Shade Guide, value ordered. Data on file.

Q: How is exposure to the Zoom! light controlled?

A: The Zoom! procedure requires that all soft tissue in and around the mouth be protected. The dental professional is required to monitor the procedure to insure any exposed skin or tissue is isolated and protected. Protective eyewear is required during the procedure.

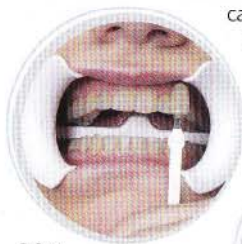
Patients taking any light sensitive drugs or substances, whether over the counter, prescription or homeopathic, and light sensitive individuals, including those undergoing PUVA therapy (Psoralen+UV Radiation) or other photochemotherapy, or patients with melanoma should consult their primary care physician prior to the procedure. Anyone who is not eligible for Zoom! Chairside Whitening for these reasons may be an excellent candidate for Zoom! Take-Home.

Q: How long does Zoom! Chairside Whitening take?

A: The complete procedure takes less than an hour. The procedure begins with a preparation period followed by 45 minutes of bleaching. (A cleaning is recommended prior to the actual Zoom! whitening session.)

Q: Are there any side effects?

A: Sensitivity during and after the treatment may occur with some patients. The Zoom! light generates minimal heat which is the usual source of discomfort. On occasion, minor tingling sensations are experienced immediately after the procedure, but always dissipate. Your dentist can recommend post-treatment sensitivity relief products.

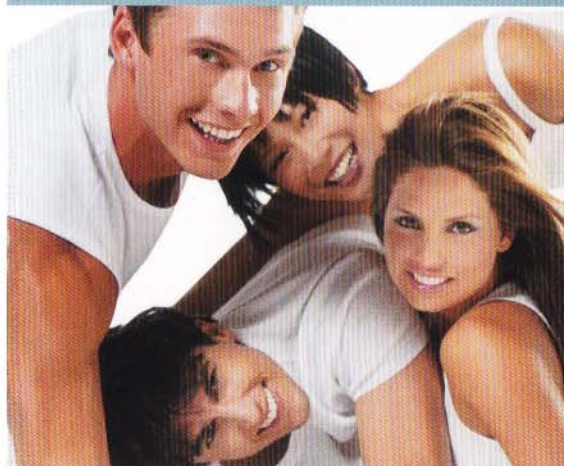


Before



After

#1 light activated whitening system with over 1.5 million smiles



A Note of Assurance

Tooth whitening is a cosmetic dental procedure well established for its safety.

The whitening process is effective on most discolored teeth. Darker stains, such as those caused by antibiotics, are more difficult to whiten. The degree of whiteness will vary from patient to patient, depending on the structure of the teeth.

If you have any questions, please ask your dentist. Maximise your smile using the Zoom! Whitening System.

ZOOM!
Professional Whitening System

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ZOOM!