

**Q. How long do the results last?**

**A.** By following the Zoom!™ Post Whitening Care Instructions, your teeth will always be lighter than they were prior to the procedure. The Zoom!™ whitening procedure includes a take-home touch-up kit and trays that can be used whenever discoloration is noticed. Most often a touch-up once a year will maintain a whiter smile that sparkles for years.



patient guide  
to tooth  
whitening



Zoom!™ Whitening Lamp



Before



After

**A Note of Assurance**

Tooth whitening is a well-established procedure in cosmetic dentistry. Hydrogen Peroxide, the active agent in Zoom!™, has also been safely used for many years in the treatment of gums and other oral soft tissue.

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 dental professional who is there to help maximize your smile using the Zoom!™ Whitening System.



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Copley Sq. Back Bay

1446 Cambridge Street, Cambridge  
Between Harvard and Inman Sq.

whiter  
brighter  
faster  
whitening in about an hour





## Do you want to Zoom!™?

The Zoom!™ In-Office Whitening System is a revolutionary tooth whitening procedure. It's safe, effective and fast, very fast. In just over an hour, your teeth will be dramatically whiter. Zoom!™ Whitening is ideal for anyone looking for immediate results. The convenience of Zoom!™ in comparison to days of wearing trays and gradual whitening makes it the perfect choice for the busy individual.

## Get ready to Zoom!™

The Zoom!™ Whitening procedure is simple and painless. It begins with a short preparation to isolate your lips and gums. The Zoom!™ clinician then applies the proprietary Zoom!™ Whitening Gel, which is activated by a specially designed light. Teeth typically become at least six to ten shades whiter, sometimes more. A five-minute fluoride treatment completes the procedure. You'll be amazed with the results. In most cases, teeth get even whiter the first few days after the procedure.

## How Zoom!™ Works!

The Zoom!™ light activated gel was developed after years of research by Discus Dental, the leaders in professional take-home tooth whitening. The gel is a scientifically formulated, pH balanced Hydrogen Peroxide that, when activated by the Zoom!™ light, gently penetrates the teeth to remove deep stains and discoloration. With proper care and an occasional touch-up at home, your whiter smile will sparkle for years.

## Tune in to Zoom!™

Ask your dental professional how the Zoom!™ In-office Whitening System will work for you. 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 bleaching 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. Do many people whiten their teeth?

A. More people than you might imagine. A bright, sparkling smile can make a big difference for everyone. The Zoom!™ Whitening System makes it easier and faster than ever before.

### 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 13 years of age and pregnant or lactating women.

### Q. How does Zoom!™ work?

A. The Zoom!™ light-activated whitening gel's active ingredient is Hydrogen Peroxide. As the Hydrogen Peroxide gel is broken down, oxygen enters the enamel and dentin bleaching colored substances, while the structure of the tooth is unchanged.

### Q. What does a patient experience during the Zoom!™ procedure?

A. During the procedure, patients may comfortably watch television or listen to music. Many actually fall asleep. Individuals with a strong gag reflex or anxiety may have difficulty undergoing the entire procedure.

### 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 clinician is required to monitor the procedure to insure any exposed skin or tissue is isolated and protected. Protective eyewear is required during the procedure.



Light sensitive individuals including those undergoing PUVA therapy (Psoralen+UV Radiation) or other photo-chemotherapy, as well as patients with melanoma, should not undergo the Zoom!™ in-office procedure. Also, patients taking any light sensitive drugs or substances,

whether over-the-counter, prescription or homeopathic, should consult their primary physician prior to procedure.

### Q. How long does Zoom!™ Whitening take?

A. The complete procedure takes just over an hour. The procedure begins with a preparation period followed by one hour of bleaching. A five minute fluoride treatment completes the procedure. (A cleaning is recommended prior to the actual Zoom!™ Whitening session).

### Q. Are there any side effects?

A. Sensitivity during the treatment may occur with some patients. The Zoom!™ light generates minimal heat which is the usual source for discomfort. On rare occasions, minor tingling sensations are experienced immediately after the procedure but always dissipate.