



## **Important Notes About Cosmetic Teeth Whitening**

### **About the gel**

The gel is what actually whitens the teeth. The blue light just accelerates the process. This means that if someone wears our tray with our gel for several hours during many days, they will obtain similar results to a chair-side whitening treatment.

There are two kinds of teeth whitening gels: hydrogen peroxide and carbamide peroxide. These 2 active ingredients are related as carbamide peroxide breaks down into hydrogen peroxide during the whitening process. There is a 3:1 relationship between them so 12% hydrogen peroxide is approximately equivalent to 35% carbamide peroxide. The main difference between them is that hydrogen peroxide reacts faster than carbamide peroxide. Carbamide peroxide is made by adding a urea molecule to hydrogen peroxide in order to stabilize it. Being more stable increases the shelf life; however, this added stability increases the time it takes for carbamide to break down into hydrogen peroxide (even when using a teeth whitening light). Carbamide peroxide needs to first break down into hydrogen peroxide before it starts whitening the teeth. We generally recommend the use of 16% hydrogen peroxide if you use our Advanced Kit (also known as the “Paint-on Kit”). If you use our Traditional Kit (with a mouth tray and syringe), we suggest that you use either 12% hydrogen peroxide or 44% carbamide in order to avoid excessive gum irritation. Our Advanced Kit gives the most impressive results while causing the least gum irritation. Moreover, since this kit includes a cheek retractor, the customer doesn’t need to strain to smile at the light during the treatment, making it much more comfortable for him/her.

### **What does the gel do?**

The surface of the teeth contains millions of microscopic pores, and over the years, organic compounds from food, drink and tobacco penetrate these pores causing discoloration. Teeth whitening occurs when hydrogen peroxide breaks down into oxygen molecules, which penetrate through the enamel and go into the dentin, which is directly under the enamel. These molecules go into the tiny pores of the enamel and dentin and bleach the colored substances.

After a teeth whitening treatment, the pores generally remain open for around 24 hours. As you’ll read in the Results section below, we recommend 2 or 3 consecutive treatments per customer. If your customers don’t want to have all the treatments during the same visit, you can have them come back for the next session the following day while the pores are still open, but it really needs to be within 24 hours of the prior treatment.



### **Actual whitening vs. tooth dehydration**

In the same manner that the pores in the enamel allow the hydrogen peroxide molecules to enter the tooth, they also allow fluids out of the tooth. During the teeth whitening process, the chemical reaction of the peroxide breaking down generates some slight heat (which the person does not feel) inside the tooth, and this heat causes the pulp and dentin to expand. This expansion pushes water out of the tooth.

The final result of this may be that the teeth lose water or dehydrate and appear whiter temporarily, usually for around 72 hours. After that they begin to recover and absorb water from the saliva and regain some of their color. This is what we refer to as “dehydration of the teeth”. If you offer your customers only 1 single 15 or 20-minute session, some of the whitening that they will see is most likely initial dehydration, not actual bleaching. How much of it is bleaching and how much is dehydration is impossible to know ahead of time. There is no time for deep whitening in such a short amount of time. In order to achieve actual bleaching, it’s important to always do at least 2 sessions (even if your customers are happy with the results of the first session) and also to have them use a touch-up pen at home for at least 5 days after the treatment. The gel from the touch-up pen will help maintain the pores open so the teeth whitening process will be deep and the results long-lasting. For instructions on how to use the touch-up pen please see the After-Care Instructions document.

### **Results**

It is important to set the right expectations both for you (the service provider) and for your customers. A single session of cosmetic teeth whitening will NOT make the teeth pearly white. It will make them whiter. How much whiter? It really depends on a multitude of factors, including how stained the teeth are before the whitening, what kind of staining agent caused most of the color on the teeth, and how well the person’s enamel reacts to the peroxide in the gel. It also depends on the kind of gel (carbamide vs. hydrogen peroxide) and the concentration of the gel.

It is wrong to expect the same results from cosmetic teeth whitening than from the treatment performed at a dentist’s office. There are several reasons for this:

- Gel Concentration: A dentist is allowed to use gel concentration up to 3 times higher than in cosmetic dentistry. Thus, while someone performing cosmetic teeth whitening can use up to 16% hydrogen peroxide, dentists normally use 35% hydrogen peroxide (not to be confused with 35% carbamide peroxide, which would be the equivalent of 12% hydrogen peroxide).
- Number of treatments: Whereas dentists typically perform 3 or more treatments in a row (thus 1-hour bleaching) using a higher concentration of gel, the typical cosmetic teeth



whitening procedure is a single session. Even if you are doing double-treatments, you are still doing less than the typical treatment performed by a dentist.

Since dentists perform more treatments with a much higher concentration of gel, it is unlikely for cosmetic teeth whitening to achieve the same results as a dentist, but this does not mean that cosmetic teeth whitening cannot achieve excellent results. What's more, more and more dentists are switching over to our Advanced Kit (16% hydrogen peroxide) because it gives such good results without having to apply a gum protector or desensitizing gel. Also, most people don't know the results that they can obtain at a dentist's office, so if you tell them what results they will actually get, they are usually happy to go ahead. In fact, over 95% of customers are satisfied with the results after a 30-minute treatment (double session). What we generally tell our customers is that a single session will give them between 2 and 4 shades of whitening and that they will see a noticeable difference. Of course you can say that they can obtain between 2-7 shades as many service providers do, but this is misleading since most people will not get more than 3 shades in only 20 minutes.

Whereas a single treatment provides a noticeable difference, we recommend that you offer your customers a double or triple treatment. Each session should last 15-20 minutes, which is the time needed for hydrogen peroxide to fully break down. If you do a single treatment for longer than 20 minutes you will not be getting any improvement after this point because the gel won't be active anymore. If you want to give your customers a second or third treatment, the used gel needs to be removed and replaced with FRESH gel before beginning the next treatment.

Double treatments (2 treatments done back-to back in the same visit) can provide up to 8 shades, which is quite dramatic. Remember that our Advanced and Traditional Kits come with enough gel to perform 3 treatments on a single customer. The more treatments a person does, the whiter the teeth will get. A single treatment typically costs \$99 (or whatever you decide), a double treatment and a triple treatment can cost between \$99 and \$175. Encourage all your customers to go for a double session or even a triple session as they will obtain better results and will more likely refer their friends. Most of our customers *only* offer double or triple treatments for this reason.

Performing several treatments on a same person in a row is absolutely safe, and we actually recommend that you try to perform both or all 3 treatments during the initial visit because you want your customers leaving with a great improvement that they can show off to their friends. If a customer does not have time to get all the treatments in the first visit, make sure they come back within the following 48 hours to finish the treatment before the pores of the enamel close again. Charge for the double or triple treatment during the first session and ask the customer to store the kit in the refrigerator until he/she returns the next day.



## Teeth Shade Guide

You need to know that there are many different types of teeth shade guides on the market. They may have 6, 15, 18 or even 24 different shades, which makes the number of shades of whitening a very relative number. If it has many shades, it is easier to demonstrate more shades of whitening for the same results than if you are using a guide with less shades. So the best argument is to tell people that they will see a noticeable difference after the treatment.

Beaming White offers a professional teeth shade guide with 15 shades (VITA teeth shade guide) and one with 16 shades (Spectrum teeth shade guide). Both guides contains 3-dimensional teeth made of acrylic, and these can be compared to the customer's teeth before and after the treatment so they can know how many shades of whitening they really obtained. If you decide to use the teeth shade guide, be as honest as you can. Many teeth whitening services providers like to tell customers that they are starting with a darker shade than they really are and that they finish at a lighter shade than they really do. Since there are so many shades on the guide, it is easy to tell the customer that he/she is starting and ending at a different shade than they really are. You don't have to do this to satisfy customers. As long as they see a significant difference, they are happy with the results.

**Important Tip:** If you are not using a teeth shade guide, always give the customer a mirror before beginning with the treatment so he/she can take a look at his/her teeth. This will help him/her see the improvement after the treatment.

## Customers with tooth sensitivity prior to treatment

If customers have a long history of tooth sensitivity but want to have their teeth whitened, there are a couple of tips that may help. Normally, even customers with very sensitive teeth do not experience any tooth sensitivity during or after the treatment with our kits. Many people who have tried whitening strips have experienced a lot of tooth sensitivity, and they think that *they* have sensitive teeth. What they don't know is that most people that use whitening strips experience this sensitivity, so they are not really sensitive, but they don't know this, so explain it to them. However, if any customer is still hesitant after you explain it to him/her, we suggest that you tell him/her to brush his/her teeth with Sensodyne Toothpaste for a couple of weeks before undergoing the teeth whitening treatment.

If a customer who actually experienced significant tooth sensitivity during the first treatment wants a double session, it may be a good idea to perform the treatments in different days, not in a row. After the first session, wrap the used cheek retractor in the dental bib or a paper towel and put it back in the kit together with the applicator pen (or the same with the mouth tray and syringe). The customer should return the next day with his/her kit for the following session.

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## **Customers that experience pain in a tooth during treatment**

If a customer reports pain in a particular tooth during treatment, he/she may well have a cavity that he/she does not know about or an exposed root. You should alert the customer about this possibility and recommend that he/she visit the dentist. This pain usually lasts only a few seconds or a few minutes at most at the beginning of the treatment, but most people don't tell you about it till after the treatment.

## **Customer Satisfaction**

Some customers will get better results than others. It depends on the nature of the stains, the age of the customer, how good his/her enamel reacts to peroxide, etc. You will notice that some individuals older than 40 do not get as good results as customers in their 20s or 30s. Also, **if the stains are due to antibiotics (such as tetracycline) or fluoride overdoses, they will be very hard to whiten.** You will recognize such teeth by their grayish / brownish tint. You will generally have happy customers after the first treatment; however, if you have a very dissatisfied customer, either because he/she expected the same as at a dentist's office or because there was not really much improvement due to one of the reasons mentioned above, we suggest that you offer a second or third session at NO additional cost. After the additional session the customer should certainly see a noticeable difference and will refer his/her friends to you.

It is important to never leave a customer dissatisfied as he/she will tell others that the treatment you perform does not work. Remember, the more treatments you perform on a person, the whiter his/her teeth will get. Therefore, if someone is unhappy, just perform another treatment and repeat as long as it is necessary in order to make your customer happy. As mentioned above, the syringes and pens in our kits contain enough gel for you to perform up to three treatments on a same person with the same kit.