It is often amazing to see how a slightly different shade of colour can brighten up a smile and the whole countenance of patients who decide to undergo whitening treatment. If, on one side European regulations have introduced new limits in the use of peroxide and limited it only to dental profession- als, on the other hand cosmetic treatments are becoming more and more popular. The number of patients wishing to improve their smile is increasing, including those who, up to now, were not deemed suitable for whitening treatments.

Changes in lifestyle, less free time, and a higher average age have resulted in more cases of re-ceding gums and fillings or restorations that do not change colour with a simple whitening treat- ment. These require specific treat- ments which the patient may not be willing to go through. Conse- quently, manufacturers are trying to satisfy customers’ needs and complying to new legal require- ments at the same time by, intro- ducing products which are less aggressive than commonly used solutions and are suitable to all needs.

**Case Report**

A 34-year old male patient pre- sented to our practice. Although he smoked two cigarettes per day, he was in overall good systemic health and showed no dental symptomatology. The visit was originally scheduled for periodical hygiene, but as it is often the case we were also asked to improve enamel colour for a brighter smile.

During the clinical examina- tion, we noticed minor recessions and abrasions that will not be treated during the possible bleaching. We then proceeded with the routine hygiene session.

At the end, we presented to the cli- ent different kinds of whitening treatments in order to agree with him on which was the most suita- ble in his case.

We finally went with BlancOne treatment for owing to its unique characteristics. The solution contains 16% carbamide peroxide (HP < 6 %) and allows fast, painless bleaching without the need to have gingival barriers positioned. The bleaching can be carried out after the dental hygiene session, which reduces time and costs both for the office and the patient.

Owing to a lower percentage of peroxide used, we were confident that the treatment will be gentle and not aggressive for tooth sur- faces, thereby avoiding unpleasant hypersensitivity effects.

Another important character- istic is that of brightening the smile without altering harmony of the traits, the treatment has shown a whitening capacity of 4 to 5 shades, creating a limited gra- dient with reference to recessions, fillings and restorations.

After positioning the mouth gag to keep lips open, we deter- mined the initial shade compar- ing the teeth with VITA Classic shades and detected an A2. Then we spread the mixed gel, which is now of a deep red colour, evenly on the smile surface after which we positioned BlancOne Arcus light on the mouth so that the light beam is perpendicular to the surfaces and we light-activate for eight minutes. The gel swelled and showed plenty of bubbles from the release of oxygen necessary for the chemical reaction of oxida- tion. Finally, we removed the gel and asked the patient to rinse thoroughly. Then we proceeded with the detection of final colour which was A1.

The patient was very happy with the result obtained in such a short amount of time and without any side effects to affordable costs. He announced his intention to undergo BlancOne treatment at every routine session which shows that bleaching treatments can also be an effective marketing tool and an incentive to maintain oral health.

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**Fig. 1:** Application of BlancOne Click gel (no gingival barrier).

**Fig. 2:** BlancOne Click gel after eight minutes’ light activation with arc light.

**Fig. 3:** Initial shade detection A2.

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**TRENDS & APPLICATIONS**

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**...an effective marketing tool and an incentive to maintain oral health.”**