Post in-surgery whitening: What next?

Chris Dodd Managing Director of Purity Laboratories, discusses how to maintain the new, white smile after professional in-surgery whitening.

New research by the British Dental Health Foundation (1) found that one in five people now spend more money per month on oral care products, compared with hair products, skincare, fragrances and cosmetics. And, having seen a huge increase in the demand of teeth whitening over the past decade, it's clear that the quest for a "Hollywood smile" is unlikely to end any time soon!

However, whilst we spend our time educating and encouraging patients to stop smoking after whitening treatment, reduce the intake of coffee and staining foods, brush teeth twice daily and cut down on sugary snacks, the truth is that once the patient leaves the practice the maintenance of their new, white smile becomes their own responsibility.

The lows…

Patients are keen to minimise the effect of “bounce back”; a process whereby the teeth rehydrate and slightly darken a day or two after treatment. Enamel is naturally subject to abrasion but even more so after in-surgery treatment; because Hydrogen Peroxide and Carbamide Peroxide reduce the hardness of the enamel. Therefore, it is even more important that patients avoid highly abrasive whitening toothpastes as they can damage the teeth and gums, removing the lustre of the teeth and dulling a beautiful smile. By recommending a low-abrasion whitening toothpaste, you can ensure your patients protect and restore the enamel calcification lost as a result of the bleaching process, helping maintain their white smile for longer.

The abrasiveness of toothpaste is measured according to the BDA (relative dentin abrashivity) value, and any value over 100 is considered to be “abrasive”, something which is unfortunately often not included in the marketing or promotional information supplied with toothpaste products, thus masking a common problem.

Interestingly, a USA-based independent testing laboratory (July 2012) tested the abrasion levels of 15 toothpastes. The results confirmed that Beverly Hills Formula’s whitening toothpaste is less abrasive than other leading brands of both whitening and regular toothpastes. In fact, Beverly Hills Formula Perfect White scored as low as 95 on the Abrasivity Index Table, whilst some leading competitors displayed levels as high as 158.

And the highs…

To support these abrasion results, an invitro laboratory study found that Beverly Hills Formula whitening toothpastes remove stains in just one minute. Beverly Hills Formula Perfect White (coded as “PLMO/1x1158” in the study) toothpaste proved effective at removing stains with almost 41%, a remarkably low percentage, considering water alone removes 48% of staining (2).

These results signal a break-through in oral care and aesthetics, as this new generation whitening toothpaste offers the ability, effectively protecting and rehydrating the teeth whilst offering patients restore their teeth quickly and dramatically, and at a price that suits your budget.

Whitening – no longer a sensitive issue

After in-surgery tooth whitening treatment patients can experience sensitivity, this can be anything from a mild twinge to having severe discomfort that can last for several hours, or even days. For these patients, why not recommend the use of a toothpaste that contains Potassium Citrate. This desensitising agent relieves tooth sensitivity by effectively blocking the transmission of pain sensation between the nerve cells that enable cold and hot sensations to reach the tooth’s nerves. Those who require extra sensitivity relief alongside an extra whitening boost will appreciate the benefits of Beverly Hills Formula’s whitening toothpastes like Perfect White Sensitive. Combining the advanced Hydrated Silica for high performance whitening with Potassium Citrate for rapid sensitivity, patients can start to enjoy acidic foods and drinks once again whilst leaving teeth looking and feeling brighter. Regular use will also help to prevent tartar build-up and relieve tooth sensitivity, effectively protecting and whitening whilst allowing patients to maintain good oral care.

The bright side of whitening

As patient safety, protection and awareness of tooth whitening remains a prime concern for you and your team, it’s essential to promote a consistent oral health message. Communicating the importance of good at-home oral care routines, through the use of whitening toothpastes after in-surgery whitening treatments, will help patients maintain a white smile and a healthy mouth for longer.

References

1. Research conducted on behalf of the British Dental Health Foundation by Atomik Research, February 2015. Sample size: 2,044.


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