Myth vs. Truths

By Beverly Hills Formula

There are many misunderstandings surrounding whitening toothpastes. We tackle the common patient misconceptions to help you confidently recommend the most suitable choice for your patients.

Although teeth whitening has become one of the most sought-after cosmetic dental treatments requested by patients, not all will want to “splash their cash” on these expensive treatments, but, by the same token, they are also dubious about whitening toothpastes:

- **“Whitening toothpastes are ineffective”**
  
  In late 2012, whitening toothpastes came under scrutiny when Ann & Hammer’s Advanced Whitening toothpaste advertisements were banned after it emerged that 45 per cent of users, during a four-week trial, either saw no improvement or were left with darker teeth (1). By association, many patients assume that all whitening toothpastes do not live up to their claims.

  Contrary to this, it’s important that the effective toothpastes available, which are clinically proven to work, are brought to your patients’ attention. These products should contain ingredients, such as the stain-dissolving agent, Pentasodium Triphosphate and anti-tartar ingredient, Tetrasodium Pyrophosphate. Pentasodium Triphosphate can remove deep surface stains as part of a daily oral health care regime to brighten, lighten and whiten teeth. It also prevents food particles settling on the teeth, effectively keeping teeth whiter for longer. For extra stain removal, there is the oral tissue healthy, whilst toothpastes that contain the ingredient Pumice and Q10 and Folic Acid will help reduce and stop bleeding, promoting healthy gums. In light of these, it’s worth while recommending patients use a toothpaste that contains such ingredients.

  Addressing concerns
  Beverly Hills Formula offers an entire range of products to address all these patient concerns. Low in abrasion, Perfect White toothpaste contains Hydrated Silica stain dissolving agent, Pentasodium Triphosphate, and anti-tartar ingredient, Tetrasodium Pyrophosphate. For extra stain removal, this toothpaste can be left on the teeth for up to one minute before brushing. And for patients who suffer from sensitivity, but long for that gleaming Hollywood Smile, Perfect White Sensitive is the toothpaste of choice as it contains desensitising agent, Potassium Citrate. Boosting a unique gun protection system that contains Vitamin E, fluoride, Pumice, Panthenol, Q10 and Folic Acid, Dentist’s Choice Gum & Whitening Expert toothpaste protects against tooth decay whilst restoring teeth to a natural, white colour without using harsh abrasives or bleach. Ultimately, Beverly Hills Formula’s range of whitening toothpastes offers patients an affordable way to restore the natural whiteness of their teeth by removing stains from the tooth surface, whilst providing that all-important, long-lasting protection.

References

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