Dental associations speak up over whitening debate

Could this be the call for reclarification on whiteneing products?

A n on-going investigation by Essex County Council Trading Standards Officers is directly affecting the availability of hydrogen peroxide-based whitening products to dentists triggering many dental associations to speak up and call for government clarification regarding teeth whitening products.

The British Dental Bleaching Society (BDBS) has endorsed such calls, stressing that there is no question around patient safety regarding bleaching when carried out by an appropriately trained and qualified dental healthcare professional.

The British Dental Association (BDA) has already expressed concerns that any supply problem could mean patients seek whitening treatments from non-dental professionals, which is illegal and can put patients in unnecessary and potentially harmful situations.

The European Union is currently reviewing the EU Cosmetics Directive, which is hoped will provide a coherent legal framework for the provision of tooth whitening products in the UK. Meanwhile, the BDSS and the BDA are urging Trading Standards officers to maintain the low-key approach to enforcement around the supply of whitening products to dental professionals previously advised by Local Government Regulation (LACORS).

The BDA would like to see the previous low-key approach to enforcement around the supply of tooth whitening products to dental professionals previously advised by LACORS and taken by trading standards re-instated.

In a statement from the BDSS, there is no question around patient safety when dentists observe the following guidelines:

- A full examination must take place before any bleaching procedure
- Informed patient consent is paramount and patients must have alternatives and risks thoroughly explained
- Before and after photos must be taken and retained throughout the course, and following completion of treatment
- Any products supplied for home use by a dental practice must meet Scientific Committee on Consumer Products (SCCP) guidelines
- There should be a commitment by the trade not to supply beau-
ticians or the public directly.

The BDA would like to see the current investigation by trading standards at Essex County Council where hydrogen peroxide-based whitening products, and particularly products when used by trained non-dental professionals previously advised by LACORS and taken by trading standards re-instated.