

TEETH WHITENING

Millions of Americans have stained and discolored teeth and would like to whiten and brighten their smile. When dental professionals asked people what they'd most like to improve about their smile, the most common response was whiter teeth.

Understanding teeth whitening starts with understanding tooth staining. There are two basic types of stains that affect your teeth, and your smile!

Extrinsic stains are on the surface of the tooth. Their causes include:

- Tobacco products
- Foods and drinks such as berries, coffee, tea and red wine
- Tartar (which forms when plaque remains on the teeth)



Extrinsic Stain

Intrinsic stains are beneath the surface and are difficult to remove. These stains become part of the tooth and can be caused by:

- Aging
- Excessive fluoride use
- Certain medications taken during tooth development
- Trauma



Intrinsic Stain

How to get Whiter Teeth using Teeth Whitening Products

Just as there are several causes of tooth staining and discoloration, there are several solutions.

Options for teeth whitening products include whitening

toothpastes which contain mild abrasives which scrub the teeth removing surface stains to make them whiter. Some toothpaste also contains peroxide or phosphates to help remove and prevent stain. Rinse with a whitening mouthwash which provides gentle foaming action to safely protect against future stains and can get to hard-to-reach places. At-home bleaching kits use strips or whitening gels with trays and actually bleach the tooth enamel. In-office bleaching usually requires one trip to the dental office where bleach is applied to the teeth—this procedure may be enhanced by the use of a special light or laser.



Whitening Teeth



At-Home Bleach



At-Home Bleach



In-Office Bleaching

Teeth whitening procedures may not work on all types of tooth discoloration and will not whiten crowns, fillings or bonded teeth. You may experience some sensitivity when using whiteners but this is usually temporary. If you have any issues when whitening your teeth, consult with your dental professional. In addition to preventing new stains, regular cleanings by a dental professional can remove surface stains. You can also remove stains and whiten teeth with professional whitening treatment at your dental office.

We recommend these Crest® + Oral-B® products for a brighter smile:



Crest® 3D White™ Whitening Therapy Enamel Care



Crest® + Oral-B® Whitening System*



Crest® 3D White Whitestrips™ Professional Supreme with AdvancedSEAL™

* Bag only available through dental professionals

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