



# Save \$40

on your in-office professional whitening treatment\* when you sign up at [philips.com/zoom](https://philips.com/zoom)

## Whitening Q&A

### Is teeth whitening safe?

Yes. Clinical studies have shown that whitening your teeth with carbamide or hydrogen peroxide under the supervision of a dental professional is safe for teeth and gums.

### What are the side effects?

The most common side effect is tooth and gum sensitivity. Your dentist is your best resource to make sure you're a good candidate for whitening and that you are using the right formula. Philips Zoom take-home whitening products have two mild desensitizing agents, potassium nitrate and amorphous calcium phosphate (ACP), to help minimize tooth sensitivity. Patients surveyed experienced little to no sensitivity during the WhiteSpeed treatment.

### How is Zoom different?

Over-the-counter whitening products are not customized to you. With Philips Zoom, the whitening process is tailored to your needs by your dentist, with custom-fitted trays for take-home treatments or just the right light intensity and duration in the dentist's office.

### How long will my Zoom results last?

Whitening treatments help to reduce existing stains, but through consumption of coffee, soft drinks or just through natural aging, your teeth may eventually become discolored again. Maintenance whitening can help combat recurring discoloration. Only Philips Zoom take-home whitening products include ACP, which has been shown to help reduce repeat discoloration.

### What causes teeth to discolor?

There are many causes of tooth discoloration. Some of the most common include the consumption of highly colored foods and drinks (berries, coffee, tea, red wine). Some medications, aging, smoking and trauma can also cause teeth discoloration.

### How long does it take?

With Zoom take-home whitening treatments, when used as instructed, you will achieve great results within one to two weeks, depending on the concentration and wear time your dentist recommends. With Zoom in-office whitening treatments, teeth can be up to eight shades whiter in 45 minutes.



\* In the US. Offer valid through Jan. 1, 2022. All submissions must have a postmark date prior to Jan. 31, 2022. A limit of two mail-in rebates per household.

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ZOOM!

Whitening



# So bright, so white, so confident

Your smile is the way you greet the world. While you have many options for whitening your teeth, your dentist is your best resource for whitening treatments. Only dental professionals have access to the most powerful, professional-strength whitening and can ensure your treatment is safe and your results are outstanding.

## Why you should ask your dentist about professional whitening

### A whiter smile will also be a healthier smile

Your dental professional will know all about the health history of your teeth. So you'll get a treatment recommendation that accounts for any unique needs you may have, including sensitivity issues or previous dental work such as veneers, fillings or caps.

### It's easy to make whiter teeth part of your regular care regimen

You visit your dental professional regularly for cleanings and checkups, so they can also ensure that whitening is a regular part of your hygiene routine. This way, your dentist will know about your expectations for a healthy, white smile and customize the treatment so it is best for you!

# Get a white, bright and healthy smile

Ask us about take-home and in-office whitening solutions from Philips Zoom

For more information, ask your dentist or go to [zoomwhitening.com](https://zoomwhitening.com)

# Professional whitening your way



## Take-home whitening customized

Philips Zoom take-home tooth whitening kits are a safe and convenient way to get results in as little as three days – and improve your oral health as well.

To ensure you have a safe and comfortable experience, all our tooth whitening treatments start with a consultation with your dentist. They will prescribe the best whitening kit for your teeth and answer any questions you may have. Then you'll be empowered with the knowledge to safely and effectively whiten your smile at home.

If you want maximum results and don't mind a longer wear time, your dental professional may recommend Zoom NiteWhite. It's made with carbamide peroxide, an ingredient clinically proven to reduce plaque and elevate the pH in the mouth above that which will cause tooth decay.

If you're seeking dramatic results in a shorter time frame, your dental professional may recommend Zoom DayWhite, formulated with hydrogen peroxide.

## Power of Three

Formulated with amorphous calcium sulfate, potassium nitrate and fluoride, Philips Zoom take-home whitening kits protect tooth enamel, improve luster and reduce sensitivity.

Talk with your dentist or hygienist today about getting a whiter, brighter smile



### DayWhite

DayWhite is perfect if you want to wear trays for as short a time as possible during the day. Available in various strengths, you wear trays for 30 to 90 minutes, for results in as little as two weeks.



### NiteWhite

NiteWhite lets you whiten overnight as you sleep and is ideal if you'd rather wear trays at night. Also available in different strengths, NiteWhite also gives noticeable results in two weeks.

## Incredible results

Before



After



When you choose in-office tooth whitening, stronger whitening ingredients are used to safely complete your treatment. The result? Instantly brighter teeth, with little to no sensitivity.

## Managing sensitivity



Everyone responds differently to whitening, and sensitivity is sometimes a side effect. Ask your dental professional about using Relief ACP before and after your treatment. You can also use a mild desensitizer in conjunction with your treatment to further minimize sensitivity.

## Whitening maintenance



To ensure your smile stays bright white between treatments, try the Philips Zoom whitening pen at home. In just two applications per day, this formula can help you maintain your results.

For continued stain removal and your healthiest teeth and gums, look for a Philips Sonicare power toothbrush. There's a range of handles and brush heads proven to whiten teeth and remove plaque better than manual toothbrushes.

