

A smiling woman with blonde hair, wearing a white long-sleeved top, is seated in a dental chair. She is looking towards a dentist whose back is to the camera. The setting is a bright, modern dental office.

PHILIPS

ZOOM!

Whitening

Getting the whitening conversation started

Here are some conversation starters to spark your patients' interest in in-office or take-home whitening treatments available from Philips Zoom.

- 1.** What would you change about your smile if you could?
- 2.** How are you maintaining the whiteness of your teeth?
- 3.** Have you ever whitened your teeth before? If so, what did you try? What results did you get?
- 4.** Have you considered a professional whitening treatment? Why or why not?



Solutions for every patient need

Why introduce your patients to professional whitening? Only 1 in 3 patients who have used over-the-counter treatments were satisfied, and 75% of patients have never used professional whitening treatments.

Consider that 80% of patients are concerned about yellow teeth, but only 25% of dental professionals discuss professional whitening options with them. How does your practice handle the topic of professional whitening?

When navigating their options, patients consider a range of factors. In addition to questions about speed, longevity, value and of course, results, patients are often concerned about potential risks and having a comfortable experience.

Share the included shade guide with your patients, and together you can set realistic goals that will take their smiles and their confidence to the next level.

**If you have any questions, please call
1-800-422-9448**



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