

# PHILIPS ZOOM!



## Introduction to Take-Home Whitening

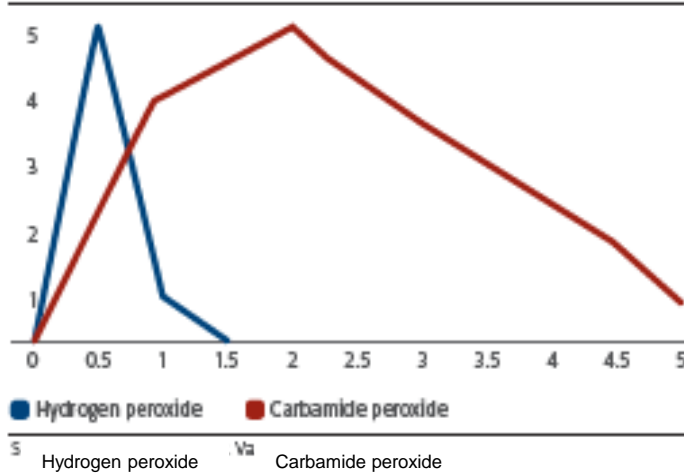
## What is take-home whitening?

- Take-home whitening involves **any whitening materials used at home after a consultation with a DP** or an in-office bleaching for maintenance
- ADA refers to take-home whitening as “dentist-prescribed/dispensed” whitening

# How Take Home Whitening Works?

Hydrogen peroxide is a fast-acting ingredient that releases most of its whitening power within 90 minutes, reaching maximum whitening strength in 30 minutes. In contrast, carbamide peroxide releases its whitening power within five hours and reaches its maximum strength in two hours

**Hydrogen and carbamide peroxide breakdown**  
Rate of decline (%)



## A helpful tip

To convert hydrogen peroxide to a carbamide peroxide equivalent, multiply the hydrogen peroxide percentage by 2.765. To convert carbamide peroxide to a hydrogen peroxide equivalent, divide the carbamide peroxide percentage by 2.765.



Source: Dr. Bruce Mattis, Dr. Van Haywood

Unique DayWhite and NiteWhite solutions powered by ACP

## Zoom Take Home Power of 3

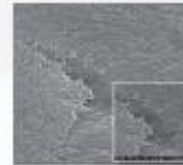
1. **Amorphous Calcium Phosphate (ACP)**, shown to deliver enamel protection, help reduce sensitivity and improve the luster and smoothness of teeth
2. **Potassium Nitrate**, Philips Zoom DayWhite and NiteWhite now have more than any other take-home whitening product to maximize patient comfort.
3. **Fluoride**, shown to help reduce caries and will help your patients achieve their healthiest, most radiant smiles.



### The power of three advantage

Philips Zoom is the only professional take-home whitening system with the power of three, amorphous calcium phosphate (ACP), fluoride and potassium nitrate, to:

- Deliver enamel protection
- Reduce sensitivity
- Help improve tooth luster



**Leading competitor**  
Demineralization of enamel with major intercrystalline spaces



**Philips Zoom NiteWhite**

Improved enamel surface smoothness and luster<sup>1</sup>



**Philips Zoom DayWhite**

**Take-home before**



**Take-home after**



*New & Improved formula with up to 20% more potassium nitrate and improved mint flavor*

**PHILIPS**  
**ZOOM!**

# Zoom Take Home Portfolio

Carbamide peroxide:		Hydrogen peroxide:		
<b>Philips Zoom (16% CP) NiteWhite Maximum white</b>	<b>Philips Zoom (22% CP) NiteWhite Quick</b>	<b>Philips Zoom (14% HP) DayWhite Maximum white</b>	<b>Philips Zoom (6% HP) DayWhite Gentle</b>	<b>Philips Zoom (9.5% HP) DayWhite Touch-ups</b>
Recommended wear times:		Recommended wear times:		
2 to 4 hours daily or overnight	2 to 4 hours daily or overnight	15 minutes twice daily	30 minutes daily	5 to 10 minutes daily
Patient treatment kits: For new whitening patients		Patient treatment kits: For new whitening patients		
				
6 syringes	4 syringes	9 syringes	4 syringes	
Personalized patient refills: For current whitening patients		Personalized patient refills: For current whitening patients		
				
3 syringes	3 syringes	3 syringes	3 syringes	
Dental professional dispensing kits: For Endless Whitening patients and special promotions		Dental professional dispensing kits: For Endless Whitening patients and special promotions		
				
25 syringes	25 syringes	25 syringes	25 syringes	25 syringes

# Product: DayWhite ACP

**Only day-wear take-home** whitener to combine ACP, potassium nitrate and fluoride to provide **unparalleled sensitivity management** and **enhanced whitening**

**Core Message:** Scientifically advanced, 15-30 min, daytime whitener

Features	Benefits
ACP	<ul style="list-style-type: none"><li>✓ Rebuilds enamel</li><li>✓ Reduces sensitivity by 30%</li><li>✓ Reduces fadeback</li><li>✓ Adds luster</li></ul>
Dual-barrel syringe	<ul style="list-style-type: none"><li>✓ Increases stability</li><li>✓ No refrigeration required</li></ul>
High Concentration 14%	<ul style="list-style-type: none"><li>✓ Shorter wear time</li></ul>



## Formulas:

- HP 14%
- Wear time – 15 mins per application

# Product: NiteWhite ACP

## Positioning:

Only **night-wear take-home** whitener to combine ACP, potassium nitrate and fluoride to provide **unparalleled sensitivity management** and **enhanced whitening**

**Core Message:** Scientifically advanced **overnight** whitener

Features	Benefits
ACP	<ul style="list-style-type: none"> <li>✓ Rebuilds enamel</li> <li>✓ Reduces sensitivity by 30%</li> <li>✓ Reduces fadeback</li> <li>✓ Adds luster</li> </ul>
Dual-barrel syringe	<ul style="list-style-type: none"> <li>✓ Increases stability</li> <li>✓ No refrigeration required</li> </ul>
Specially formulated	<ul style="list-style-type: none"> <li>✓ Avg of 6 shades in only 3 nights</li> </ul>



### Formulas:

- CP 16%, 22%
- Wear time 22%-1 hr
- 16%- 5 hrs – night wear

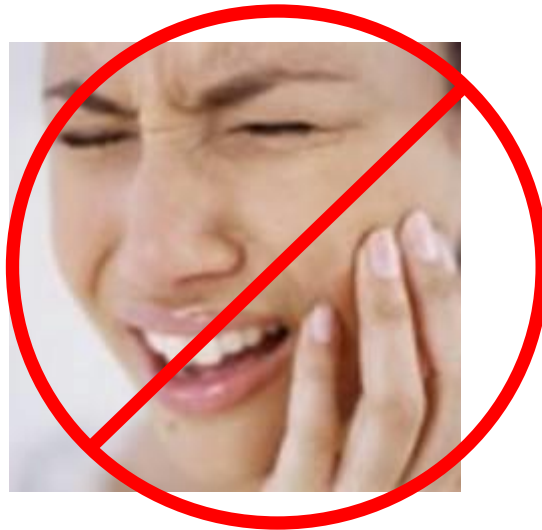
# ZOOM! Take-home features & benefits

Features	Benefits
<b>Contains amorphous calcium phosphate (ACP)</b>	ACP is proven to: rebuild enamel, restore luster, relieve sensitivity, dramatically reduce fadeback, and increases the uptake of fluoride.
<b>Contains potassium nitrate and fluoride</b>	Great for managing sensitivity during whitening treatment.
<b>Patented dual-barrel syringe technology</b>	Ingredients remain separated until they mix at the tip immediately prior to application. Ingredients stay at full strength, without requiring refrigeration.
<b>No refrigeration required</b>	Saves valuable fridge space. Simply store the kits on the shelf until you need them.
<b>Free kit personalization*</b> <b>*U.S. only</b>	Makes it easy for patients to contact their DP for appointments, questions or to order refills. Serves as a friendly reminder of the dental practice that makes their smile whiter and healthier.
<b>Marketing materials available</b>	Grow a whitening program through consistent use of marketing collateral provided by Philips Zoom.



## ACP Key Benefit: less sensitivity

Twice as many patients reported **no** sensitivity when using NiteWhite with ACP versus whitening without ACP



*Ginger, Macdonald, Ziemba, Felix. Clinical Performance of Professionally Dispensed Bleaching Gel with Added Amorphous Calcium Phosphate, JADA Vol. 136. March, 2005.*

# A Take-Home Whitening Procedure

Step 1: Pre-treatment

## Case Selection

**More patients fit within take-home parameters than in-office. Nevertheless, watch for:**

- Possibility of tooth sensitivity, even temporary
- Pulpal nerve stimulation by hydrogen peroxide
- Disqualify or defer patients that are perio-involved, have excessive wear (bruxing/grinding), restorations with leakage, severe gag reflex, or unhealthy oral state

# Step 1: Pre-treatment

# Take and record the patient's shade



**Vita Shade Guide Listing by Value – Light to Dark**

B1 A1 B2 D2 A2 C1 C2 D4 A3 D3 B3 A3.5 B4 C3 A4 C4

Step 2: DP performs a clinical exam

## Perform a clinical exam

- All teeth checked for endodontic problems, hypocalcifications
- Restorations identified: composite, crowns leaking, broken fillings
- DP sets expectations with patient
  - Results MUST be maintained by the patient
  - Maintenance treatments are dependent on patient HABITS



**TIP:** It is during the clinical exam that other restorative needs may be identified and planned

# Final steps

## Step 3:

The DP reviews the patient's medical history

- Not for pregnant or lactating women

## Step 4:

Current dental health is examined and x-rays taken



# Teeth should always be cleaned prior to whitening

**Tip:** The “pellicle” is a layer of saliva that forms within 2 hours of teeth cleaning



Removing the pellicle prior to whitening can increase effectiveness

# Tray Fabrication



The better the tray, the better the results,  
compliance, and patient satisfaction.  
Good trays are key!



# Custom-fitted trays are the backbone of at-home whitening

1. Fabrication
2. Vacuum Form Tray
3. Trim



# Accessories/Supplies

- Vacuum Former
- Speed Stone
- Speed Release
- Tray Cases
- Trimming Scissors
- Relief ACP (for extra sensitive patients)
- EVA sheets



Vacuum Former



Speed Stone



Speed Release



Tray Cases



EVA



Trimming Scissors



Relief ACP

# Essential qualities of good tray fabrication

**Tip:** Understanding tray making is a way to win points with the DP.

- Good impression with full detail
- Trim horseshoe model 10mm height
- All “blebs” of stone removed and gingival margin area of the model is fully cleaned
- EVA sheet with vacuum, trim .5 mm away from gingival margin and scalloped



## Tray Design Options

Facial Scalloped Reservoir	<ul style="list-style-type: none"> <li>• where taste is a problem to patient</li> <li>• where tongue has irritation from tray edge</li> </ul>	<ul style="list-style-type: none"> <li>• avoids spill-over of material on tongue from lingual</li> <li>• provides smooth edge for tongue</li> </ul>
Scalloped Non-Reservoir	<ul style="list-style-type: none"> <li>• for fluid materials when tissue avoidance is desired with max. retention of tray</li> </ul>	<ul style="list-style-type: none"> <li>• no apparent difference in bleaching rates with or without reservoirs</li> </ul>
Non-scalloped Reservoir	<ul style="list-style-type: none"> <li>• for seating of tray with viscous materials when best seal is needed</li> </ul>	<ul style="list-style-type: none"> <li>• mandibular arch best with non-scalloped for material retention/tissue comfort</li> </ul>
Scalloped Reservoir	<ul style="list-style-type: none"> <li>• where minimal tissue contact is desired</li> <li>• for highly viscous material which aids retention</li> <li>• maxillary arch to conserve material use</li> </ul>	<ul style="list-style-type: none"> <li>• saliva ingress unless thick and sticky material</li> <li>• special trimming scissors help fabrication</li> </ul>
Non-Scalloped Non-Reservoir	<ul style="list-style-type: none"> <li>• most comfortable tray to wear</li> <li>• for maximum retention of tray</li> <li>• for maximum retention of material at gingival</li> <li>• for fluid/honey like materials</li> <li>• low concentration gel</li> <li>• mandibular arch Class II</li> </ul>	<ul style="list-style-type: none"> <li>• allows tissue contact may cause gingival irritation</li> <li>• can not extend into undercuts</li> <li>• should not impinge on frenum, rugae, incisal papilla, canine eminence</li> </ul>

