

## Teeth Whitening Makes Your Smile Sparkle!



Statistics reveal that Americans place a high value on their smile. According to an American Academy of Cosmetic Dentistry® national survey:

- Virtually all adults (99.7%) believe a smile is an important social asset.
- 96% of adults believe an attractive smile makes a person more appealing to members of the opposite sex.
- Three-quarters (74%) of adults feel an unattractive smile can hurt a person's chances for career success.
- And when respondents were asked, "What would you most like to improve about your smile?" The most common response was:  
**Whiter & Brighter Teeth.**

***If you are not happy with your smile, teeth whitening may provide the solution.***

## Teeth Whitening Procedures Can Help:

- Lighten coffee-stained teeth.
- Remove cigarette and tobacco discolorations.
- Correct yellowing in teeth due to aging.

### Choices for Whiter Teeth

As in any dental procedure, the AACD recommends that you consult with your dentist to find out which teeth whitening procedure is best for you.

The following are two options for whitening your teeth.

#### ***In-Office Power Teeth Whitening***

1. A teeth whitening gel containing a high concentration of hydrogen peroxide is applied to the teeth.
2. In-office teeth whitening can often be accomplished in one visit to the dentist.
3. Home teeth whitening may be recommended to enhance the effects.

#### ***At-Home Dentist-Supervised Teeth Whitening***

1. The patient wears a custom-fitted mouth tray containing a teeth whitening gel for a few hours each day or night.
2. The trays can be adjusted to lighten individual teeth.
3. The average patient will wear mouth trays for one to two weeks. More severe stains can often be improved with extended use of a home teeth whitening system.

## AACD Dentist Supervised Treatments vs. Over-the-Counter Kits

Numerous over-the-counter teeth whitening products are now available, but dentist-supervised teeth whitening remains the safest and most effective method for brightening your smile. Here are some key reasons why you should always consult with your AACD dentist.

### ***Proper Fitting Mouth Trays***

Often, over-the-counter teeth whitening trays do not fit the patient's mouth properly. Improperly fitting trays may cause the teeth whitening gel to leak and can result in gum irritation and a less effective treatment.

### ***More Comfortable Solutions***

With today's dentist-supervised systems, even patients with sensitive teeth can undergo teeth whitening treatment.

Staining caused by natural aging.



Staining caused by Tetracycline.



*Be sure to consult with your local AACD member cosmetic dentist to find out which teeth whitening treatment is best for you. Teeth whitening remains one of the most economical ways to enhance your smile.*

Staining caused by smoking.



## The American Academy of Cosmetic Dentistry®

The American Academy of Cosmetic Dentistry is the largest international dental organization dedicated to advancing excellence in the art and science of cosmetic dentistry and encouraging the highest standards of ethical conduct and responsible patient care. Founded in 1984, the AACD has over 7,600 members in more than 60 countries around the globe. Members of the Academy include cosmetic and reconstructive dentists, dental laboratory technicians, educators, researchers, students, hygienists, corporations and dental assistants. AACD members pursue continuing education through lectures, workshops and publications in order to keep up-to-date with advancements in cosmetic dental techniques and technology.

The AACD is dedicated to excellence in cosmetic dentistry. To find out more about cosmetic dentistry, call the AACD toll-free at **800.543.9220** or visit us online at [www.aacd.com](http://www.aacd.com).



The Art of Teeth Whitening

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EXCELLENCE IN COSMETIC DENTISTRY