



A Professionals Guide to Cosmetic Teeth Whitening



Do the WHITE THING

Hello

In a recent survey, 100 per cent of respondents, when shown a photo of a person with a healthy white smile, considered that person to be more attractive, intelligent, and successful than when shown a photo of the same person with visibly stained, unhealthy teeth,

These days everyone wants a Hollywood smile, *and they want it fast.*

Now clients don't have to wait weeks for gummy strips or uncomfortable trays to work their magic. They can now have whiter teeth in less than 1-hour, for less than \$400

Using technologies specially adapted for the aesthetic industry, cosmetic teeth whitening is fast becoming available in all sorts of forms and locations with a multiplicity of differing results

Hence, before investing in your teeth whitening it is important for you to understand the treatment itself and the various options available to you

It's not about risking your safety by grabbing some cheap price from some unregistered practitioner; it's about getting what's best for your teeth at an affordable price

For this reason we have compiled this booklet for your enjoyment and discovery

Regards

Bright Bite Whakatane

Teeth Whitening Aesthetician

Accredited with New Zealand Cosmetic Teeth Whitening Association

PS: None of our results photos in this booklet have been photo-shopped, they are genuine results. Unsurprisingly, we have selected 'best case' examples, and would be remiss in not advising you that because the natural colour of teeth varies individually, personal results can sometimes differ

For that reason, in the most unlikely result your teeth do not whiten AT ALL, Bright Bite will either...

1. Offer you one FREE Treatment, *or*
2. We will insist that you do not pay for your treatment

That's what we call our 'HAPPINESS GUARANTEE'

If you wouldn't venture out with grimy hair or soiled nails; why be seen with stained teeth?

Nobody wants teeth that more resemble the colour of their summer tan, after all, your teeth are meant to be naturally white



Having Professionally Whitened Teeth has become just as important as visiting your hairdresser, having a facial or going to your manicurist.





PROCEDURE INFORMATION

At Bright Bite Clinic only Trained and Certified Teeth Whitening Aesthetician will care for you

WHAT WE USE

It uses the Worlds #1 Professional Cosmetic *POWER* Tooth Whitening Accelerator Systems that has been clinically proven to whiten your teeth better than every other system on the global market

Our **special eco friendly, gentle whitening gel** contains safe, active ingredients that remove not only surface stains, but also the stains found deep inside the teeth. So your teeth **get whiter faster**, and **stay whiter longer**

To ensure your safety and comfort, the BEYOND™ II procedure is only 45-minutes long (3 x 15 minute cycles), minimising your risk of experiencing any tooth sensitivity

Our special, whitening accelerator lamp speeds up the entire process, meaning that we can whiten your teeth in the same amount of time it would take to get a haircut, facial, or manicure.



The only difference is, unlike getting a haircut, facial, or manicure you won't need monthly visits because depending on what you eat, your new whiteness can last for 1-2 years. However, if at any time you wish to get a 20-minute touch-up procedure, because we value our existing clients you get a special reduced cost

The System

As a global leader in the design and manufacture of professional dental and cosmetic products, BEYOND® is dedicated to developing the safest and most advanced technologies for cosmetic dentistry.

The BEYOND® II System uses cold-light technology and a concentrated beam of high-intensity blue light, Ultrasonic and Ionisation technology to accelerate the whitening process giving you impressive results that will have you looking in the mirror at the new younger looking you for days (Don't worry everybody does)

An advanced filtration system removes harmful ultraviolet light and heat, while BEYOND® specially formulated whitening gel works to whiten teeth, restoring them to a shiny white.



This means no sunburned lips or gums that some older systems caused.

In just a 1-hour instant results procedure, stains that have accumulated over the years can be eliminated and **your beautiful, natural white smile is revealed**

PRE-PROCEDURE PREPARATION

For best results, before your Bright Bite-BEYOND™ II whitening procedure, we suggest that up until the day before your whitening procedure, you brush your teeth thoroughly & floss, twice a day and again just before attending the clinic. For best results please do not brush within 2-hours before your procedure

If you have experienced any teeth sensitivity, such as when drinking hot or cold drinks or eating ice cream we suggest you use a teeth desensitising toothpaste such as *Sensodyne* (Ask for us to email our Client Education Sheet "Sensitivity")

HOW DOES IT WORK

Here's How it Works...your teeth have two basic elements...See diagram.

1. The **Dentin** is the actual 'tooth-bone' that gives your teeth their natural white colour
2. The **Enamel** covers the tooth **Dentin**

Enamel can be likened to a glass **window** that we see the natural white colour of your Dentin through.

When the 'window' is dirty it veils the natural white colour of your teeth and your teeth appear yellow or darker than they naturally would.

Cosmetic Teeth Whitening simply deeply 'cleans the window' revealing the natural colour of your teeth

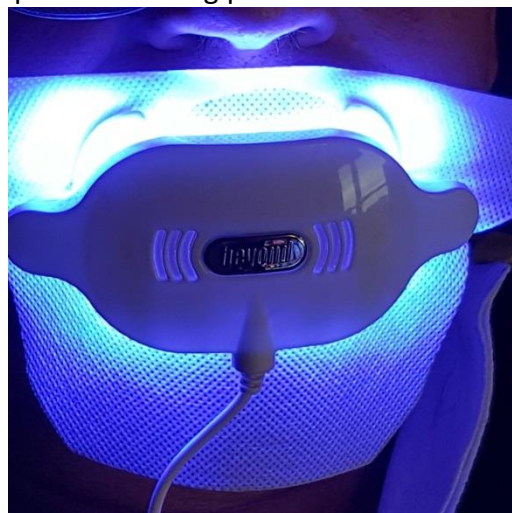


The BEYOND® Professional Whitening System uses cold-light technology and a concentrated beam of high-intensity blue light to powerfully speed up the whitening process.

(NOT a less effective LED or older Laser system)

This new world-leading Whitening Accelerator System powerfully accelerates the whitening process by not only removing stains from the enamel surface, but also by the high-intensity blue

light penetrating the clear tooth enamel allowing the whitening gel to quickly bleach the dentin below exposing your whitest smile





Individual's Teeth

It is important for you to understand that every individual's teeth respond in a unique way to bleaching and whitening products.

Some people will see dramatic results in a short time; others will see little results or need lengthier procedure to achieve desired results.

This is why it is very important to seek the advice and supervision of a trained teeth-whitening Aesthetician for your safety and favourable results.

Over the years you may have experienced a natural build up of stains on your teeth from coffee, tea, colas, smoking, antibiotics, food, deposits of calculus and tartar, (*calculus or tartar refers to calcified deposits on the teeth*), certain minerals, old fillings, tooth nerve damage or trauma to teeth that have darkened the natural whiteness of your teeth.

These factors affect the bleaching procedure and also determine when the teeth will need any bleaching touch-ups in the future.

Yellowing of your teeth due to aging, can be easily reversed to boost your self-confidence, self esteem and give a younger appearance.

POST-PROCEDURE MAINTENANCE

Once you have completed the Bright Bite BEYOND™ II Select whitening process, it is important that you follow certain precautions to maintain your sparkling Bright Bite-BEYOND™ II smile.

For 24 hours after the TWA-BEYOND™ POLUS procedure:

For best and long lasting results observe a totally "WHITE" diet, that is all white foods & drinks

- Do not eat or drink dark, staining substances such as: coffee, tea, red wine, soy sauce, carrots, beetroot and cola
- Do not smoke cigarettes or use any tobacco-containing products
- Do not use coloured toothpaste or mouthwash
- Use the Special After-Care toothpaste given to you by your Teeth Whitening Associates Aesthetician
- Prior to your teeth whitening, we provide you with an eating guide of "white" foods so that you can prepare

To maintain your Bright Bite BEYOND™ II smile over the long term:

Although your whitening can last 1-2 years some clients like to get a 20-Minute Touch-up procedure each 6-12 months. Ask your Professional NZCTWA Registered Teeth Whitening Practitioner about our single-cycle touch-ups and schedule your next visit.

- Brush your teeth regularly with Bright Bite BEYOND™ Pearl White whitening toothpaste.
- Visit your dentist regularly. At least once a year



- Minimise consumption of coffee, tea, red wine and other staining and drinks; an increasing number of people are drinking staining drinks through a straw. Also, minimize cigarette smoking and staining foods such as carrots and beetroot or brush asap after consumption
- Have at least 1 x 20-Minute Touch-up procedure each year (Just \$100). This way stains are removed before they migrate deeper into the enamel which would need more than one treatment cycle to remove

**NOT ALL TEETH WHITENING SYSTEMS ARE CREATED EQUAL...
KNOW THE DIFFERENCE *and save disappointment***

Why do Dentists & Professional Teeth Whiten Specialists insist on a 1-hour first time treatment, whilst mall, airport booths & mobile 'teeth whitening' services offer 'cheap' 15-20 minute whitening?

The reason is simple;

"It's got to Reach it to Bleach it"

Fact is, it can take as long as 40 minutes for any bleaching agent to migrate it's way safely through long resident staining in the tooth enamel **before it can bleach the stained Dentin** below

(See diagram. Dentin is the actual tooth 'bone' that gives your teeth their natural white colour)

What this means is, if the DENTIN is not reached, your teeth are not whitened as much as they could be. Plus, any results can be short lived.



Why?

Because you have only removed shallow staining from the enamel coating; hence, your money spent – *wasted*.

Even using the worlds most advanced Whitening Accelerator it takes time...at least 30-40 minutes, which is why 1-hour procedures are recommended

The Professional Beyond II system used by Bright Bite is **clinically proven to whiten better than EVERY other whitening system¹** on the market and it produces safe, outstanding, **long-lasting results^{2,3,4}**

Beware of claims like '10 - 14 shades whiter'

Results claims can be exaggerated by using a 30 or 36 shade chart rather than the Global standard 16-shade guide used by Dentists and professional Teeth Whitening Aestheticians Hence, a claim of 10-shades may in fact be only 3-4-shades whiter!



New Zealand Cosmetic Teeth Whitening Association

Te Kāhui Whakapūaho Niho o Aotearoa

Trust NZ's #1 Teeth Whitening specialists, Teeth Whitening Association for...



- Whiter teeth
- Longer-lasting results
- Safer Whitening Gels
- At an affordable price *often less than 1/3rd of the price charged by some dental offices*

SCIENTIFIC REFERENCES

¹ Patel A, Louca C, Millar BJ. An in vitro comparison of tooth whitening techniques on natural tooth color. *British Dental Journal* 2008;204(9):E15;discussions 516-7.

² Sulleman M, Addy M, Mac Donald E, Rees JS. *Journal of Dentistry* 2004;32:295-9

³ Leonard RH, Sharma A, Haywood VC. *Quintessences International* 1998;29:503-7

⁴ Matis BA, Mousa HN, Ecbert GJ. Clinical evaluation of bleaching agents of different concentrations



RISKS

Less Dramatic Whitening Results Than You Hoped For

Many advertising photos you see about have been 'photo shopped'. Most teeth usually return to the colour they were before you began staining them with coffee, tea, red wine etc. For many this is the colour they were in your teens

All teeth whiten differently; some more than others, hence, it is not possible to predict outcomes; the end result is you will get naturally whiter shiny teeth.

Teeth with multiple colourations, bands, splotches or spots due to tetracycline (1) or fluorosis (2) can have less dramatic whitening results and some may require an additional treatment

For more information - ask for our separate educational 'fact sheet' about TETRACYCLINE

For more information - ask for our separate educational 'fact sheet' about FLUORIDE DAMAGE

Tooth Sensitivity – Tooth Sensitivity

During the first 24 hours after the treatment, some clients who are sensitive to hot or cold drinks can experience some tooth sensitivity. Whilst this is uncommon with our new system, tooth sensitivity can be a side effect for a few. It is usually mild tingling in the teeth, but it can be uncomfortable for susceptible individuals.

Normally, tooth sensitivity following the use of whitening products subsides within 24 hours.

For more information - ask for our separate educational 'fact sheet' about SENSITIVITY

Gum Irritation – In rare cases, teeth whitening may cause mild irritation or whitening of the gums or gum line.

This effect is due to exposure of a small area of those tissues to the whitening gel. Such whitening of the gums is usually temporary and will subside almost immediately, with colour change in the gum tissue reversing to pink again within 15-20 minutes.

Very rarely, some clients who may be susceptible to Hydrogen Peroxide may experience some sensation of gum tenderness when brushing. This can last 48-hours and it can be mildly uncomfortable for such individuals. A desensitising gel such as 'Bonjela Adult' or 'Orajel' can give quick relief

Dry Lips – The BEYOND™ II treatment involves three, 15-minute sessions during which the mouth is gently held open continuously for the entire treatment by a plastic retractor.

We apply lip balm throughout the procedure; however, on rare occasions this could result in dryness or chapping of the lips or cheek margins, which can be treated by application of lip balm, petroleum jelly, or Vitamin E cream.

Reversion – After the BEYOND™ II treatment, it is natural for the teeth to regress in their shading over time. For many depending on diet this takes 1-2 years

This is natural for the same reasons that your teeth became stained before the treatment. It should be very gradual, but exposing the teeth to various staining agents can accelerate it.

The results of the treatment are not intended to be permanent and repeat or touch-up treatments may be needed to maintain the tooth shade



We recommend a 6-12 month single 20-minute cycle “Touch-up” procedure to maintain your whiteness. The cost of the single 20-minute cycle treatment is \$100; for existing clients



Frequently Asked Questions

We realise that you will have some questions about the BEYOND™ II Teeth Whitening procedure. This is a list of our most frequently-asked questions.

I thought Teeth Whitening had to be applied by my Dentist?

No. Because the sole purpose of Cosmetic Teeth Whitening is for beautification our system is globally considered to be a Cosmetic procedure rather than a health treatment

In New Zealand there are no restrictions on who can perform teeth whitening procedures, however, you are advised to use a Professional NZCTWA Registered Practitioner

Did you know that in a number of dental offices the teeth-whitening procedure is not performed by the Dentist at all, but by the Nurse or Hygienist; or alternatively, the Dentist will sell you a take home DIY kit for **unsupervised** home use.

Afterall, these days with new technology and safer whitening gels, it has become an extremely simple cosmetic procedure rather than the complicated dental treatment of the past

Nevertheless, to provide you with our very best care, Bright Bite Aestheticians undergo the same professional teeth whitening application training that dentists who use this system are provided with

Moreover, being Teeth Whitening Specialists, Bright Bite Aestheticians can care for more clients a month than some dentists will treat in a year

What is the difference between Bright Bite-BEYOND™ II Teeth Whitening performed by professionally trained Aestheticians and tooth whitening performed in the dental office?

The Bright Bite Teeth Whitening System uses the same technology as is used in advanced dental offices around the world

However, **there are two main differences**

- 1. Experience** – most specialist teeth whitening Practitioners whiten the teeth of more clients in a month than most Dentists in a year



2. Less Caustic Whitening Gels

The New Generation Whitening Gels we use are 580% LESS CAUSTIC than what many Dentists & Hygienists use and therefore, are considerably safer and offer less risk of the side-effects associated with older gel formulas

In the interests of public safety we ONLY USE new safer cosmetic whitening gels approved by the Environmental Protection Authority (EPA) and for your interest our gels have been clinically proven to be Safer than Orange Juice.

Is the Bright Bite-BEYOND™ II Teeth Whitening procedure for everyone?

The Bright Bite-BEYOND II Teeth Whitening procedure has consistently proven to provide remarkable results for anyone who wants to have whiter teeth

This includes people with teeth that have been stained by smoking or by substances such as coffee, tea or red wine. It also whitens teeth stained by tetracycline (antibiotics), speckled by overdoses of fluoride, or hereditary discoloration.

We do not advise that pregnant women or clients under 16 years of age whose teeth are still developing, receive the BEYOND™ Teeth Whitening procedure.

How white will my teeth get?

After undergoing whitening with the Bright Bite-BEYOND™ II Teeth Whitening System, for most clients, teeth shades can brighten between 3 - 14 shades, with an average improvement of 5 - 9 shades on the Bright Bite-BEYOND™ II Teeth Whitening Shade Guide. Although individual results will depend on how discoloured the teeth were originally, the end result will be whiter, shiny teeth.

How long will the whitening last?

This varies from person to person and depends on your diet and lifestyle, but the effects usually last for 1-2 years. Periodic touch-up procedures are highly recommended for clients who frequently consume coffee, tea or other staining foods and drinks or for those that use tobacco products.

Is it safe?

Yes, scientific research has shown that the active ingredients in the BEYOND™ Teeth Whitening Gel are effective and safe for cosmetic tooth whitening. The dental community has proved these ingredients in performing teeth whitening for more than 30-years

The Bright Bite-BEYOND™ II Teeth Whitening Gel does not change or damage the structure of your teeth; it is a safe cosmetic process that merely bleaches (reverses) out staining build-up making your teeth whiter and shiny.

How long does the procedure take?

In only 45-minutes, discolouration that has built up over the years can magically disappear. It takes no longer than the time it would be for you to have a haircut or a facial – it's that simple!



What is the difference between Bright Bite-BEYOND™ Teeth Whitening and other methods of tooth whitening?

The Bright Bite-BEYOND™ II Teeth Whitening system uses advanced technology cold-light Whitening Accelerator

It can take as much as 14-days using over the counter bleaching trays and up to 8 hours using some older technology systems to get the same results as the new Bright Bite-BEYOND™ II system

Designed with your comfort and safety in mind, our 60-minute professional procedure is safer, gentler, and produces superior results to most other teeth whitening options.

What is the difference between Professional Tooth Whitening and Over-The-Counter Stain Removal Kits?

Whitening is safe when supervised by a trained teeth-whitening Aesthetician as opposed to over the counter procedures.

Be cautious of over the counter DIY home bleaching kits:

- They can vary widely in quality of materials.
- Some "TradeMe & E-Bay" types can make totally unrealistic claims leaving a trail of unhappy buyers, moreover, there seems little (if any) control over the dumping of "out of date" stock lines or un-refrigerated gels
- Some "Before & After" photos have been "photo-shopped"
- DIY Whitening results are more unpredictable and in spite of the "hype" can take as much as daily or overnight applications every day for 2-weeks (or more) to get results near to our new affordable 1-hour professional whitening procedure using the worlds most advanced teeth whitening system
- The DIY gel may be of low viscosity allowing the gel to leak onto your gums and cause an uncomfortable stinging irritation.
- If you have an abscessed tooth, the tooth may get traumatized through the use of an over-the-counter product and all of a sudden, they can just start dissolving, Tooth discoloration could be due to decay, older fillings or leaking fillings.

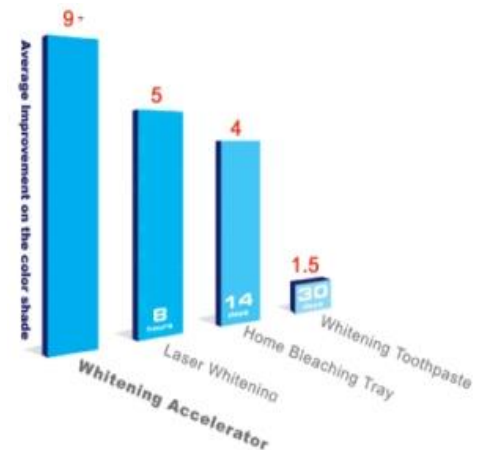
The boil-and bite" trays used by over-the-counter products:

- Can dramatically overlap soft tissue (gums) producing irritation from leaking peroxide. Modern in-clinic procedures only coat the front surface of your teeth
- They also feel bulky in your mouth, which can result in discomfort and sometimes if ill-fitting can cause gum tissue damage
- If trays do not fit conform to the contours of your teeth properly, the whitening gel may not contact all of the teeth evenly, hence, uneven & patchy whitening may occur
- Most tray systems use Carbamide Peroxide as a whitening agent. Carbamide Peroxide Whitening gel may be swallowed due to poor fitting one size fits all bleaching trays. (Carbamide Peroxide contains Urea – Urea reacts with alcohol to produce urethane).



How does Professional Tooth Whitening compare with Toothpaste That Promotes Whitening?

It could take up to 18-months or longer to whiten your teeth only one shade lighter through daily use of a toothpaste-whitening product as compared to using a professionally applied whitening gel that will generally whiten teeth by 4-14 shades* over a 1-hour procedure period. (*Average 4-9 shades)



The reasons for this are toothpaste is diluted by saliva and is only in your mouth for a few minutes or less.

Moreover, because the outside of your teeth, the enamel, is clear. Whitening toothpastes simply remove surface stains on the enamel with mild abrasives or special chemical or polishing agents rather than bleaching through to the dentin* below
*The colour that you see showing through the clear tooth enamel is from under this translucent enamel and is called the dentin. (*Hence, the term Dental*).

To effectively whiten teeth using our affordable Professional 1-hour teeth whitening system a professional type hydrogen peroxide whitening gel is applied.

This special whitening gel migrates through the enamel into the dentin, assisted by a special light source, sometimes referred to as “Accelerated Whitening” or “Power Whitening” to give you your brightest smile in just 1-hour

With Bright Bite’s affordable Professional Teeth Whitening 1-hour system you get immediate results that will have you looking in the mirror at a new younger looking you

A Conclusion

Often the cost for the number of DIY procedures to get similar results, your time (30-mins twice a day, up to 14-days) and risk required to achieve the same results as our 1-hour procedure can

be favourably comparable to our new Affordable Professional Teeth Whitening 1-hour procedure; Plus you get the supervision of a trained professional and essential post procedure advice.

Will it hurt?

Most clients experience no pain or sensitivity during or after the procedure.

A very small percentage of clients may feel some minor tooth sensitivity, especially if they consume very cold or hot foods or drinks within a few hours after the procedure.

Therefore, it is recommended that you avoid consuming extremely hot or cold food or beverages for the first 24 hours following the procedure



If you think your teeth may be sensitive, please ask us to email our Client Education Paper "Sensitivity" It will give you more information about how you can help eliminate any tooth sensitivity after your treatment

How much does it cost?

Up until recently because professional teeth Whitening was largely monopolised and the cost of a teeth whitening procedure was typically around \$1,000 - \$1,500.

However, because **Bright Bite** specialise solely in Affordable Professional Teeth Whitening, Professionally trained NZCTWA Registered Teeth Whitening Practitioner can now offer you a full professional power whitening procedure with the **Silver Plus** package at \$200 including GST; what's more, you will also get our special aftercare whitening pen & Advance Whitening toothpaste (worth \$80) at the end of the treatment cycle.

If you have any other questions please feel free to ask...

brightbite@outlook.com

It's time for you to LOOK YOUNGER & HEALTHIER with WHITER results than any other cosmetic teeth whitening system on the planet... voted WORLDS TOP WHITENING SYSTEM 6-Years in a row!