Danielle Foley & Vanessa Oyola 11-27-12

DEN 2318L/8278 GNYDM Assignment

In today’s society, esthetics is the #1 concern for each individual. People perceive it as “the whiter their teeth, the better they will look”, and therefore seek the optimal tooth whitening treatment with greater results. These products mentioned below are some that give the results the patients are looking for, along with enamel protection, reduced sensitivity, and caries prevention.

Opalescence Très**white** Supreme is a tooth whitening treatment that comes in a soft, mess free, prefilled disposable tray. So there’s no tray overload. This product is available in 10% and 15% Hydrogen Peroxide concentrations, making it stronger than supermarket teeth whiteners. Because of its prescription-strength formula, Opalescence Trèswhite Supreme offers noticeable results in about a week, at an affordable price. Opalescence Très**white** Supreme comes in three different flavors: Mint, Melon, and Peach. The recommended time for the 10% concentration is 30-60 minutes/day and 15-20 minutes/day for the 15% concentration. It contains Potassium Nitrate and Fluoride for increased enamel health, reduced sensitivity and caries prevention. This product is not sold over-the-counter and must be requested at your dental office for purchase.

Super Smile is a tooth whitening treatment that contains a proprietary stain removing ingredient called Calprox. Calprox along with peroxide safely whitens extrinsic and intrinsic stains deep below the surface. It has the combination of calcium, phosphates and magnesium to re-mineralize tooth enamel and protects against caries with fluoride. It comes in five flavors: cinnamon, green apple, original mint, mandarine mint, and icy mint. The consumer would brush in a circular motion two times a day for two minutes. This product is not sold over the counter and most be requested at your next dental visit.

These are only a couple of the whitening treatments out in the market that provides the consumer with enamel protection and caries prevention.