The secret to a brilliant smile

With Philips Zoom, you can customize a whitening program based on patient preferences.

A healthy, white smile can be a huge confidence booster. But regular professional care and good brushing habits alone don’t always provide the radiant results patients desire. For some, removing stubborn stains and brightening yellow, discolored teeth require professional-strength whitening. According to the American Dental Hygienists’ Association Standards for Clinical Dental Hygiene Practice, dental hygienists are expected to respect the diverse values of their patients, including the desire for an aesthetically pleasing smile. The Standards support approaching dental hygiene services, including aesthetic services, from the perspective that the client is the main focus of attention, interest and activity. The client’s values, beliefs and needs are of the utmost importance in providing care.

With Philips Zoom, it’s never been easier to create the right whitening treatment plan for each patient. From the in-office results of Philips Zoom WhiteSpeed and Philips Zoom QuickPro to the take-home efficacy of Philips Zoom DayWhite or NiteWhite, there’s an option that suits the specific needs of each patient. It’s no wonder Philips Zoom is the #1 patient-requested professional whitening brand.

Whitening raises a patient’s “dental IQ” and increases interest in other cosmetic and oral health-related procedures.

In-Office

**Philips Zoom WhiteSpeed**

Today’s in-office treatments make it possible to give patients a noticeably whiter smile in under an hour. Philips Zoom WhiteSpeed is clinically proven to whiten up to eight shades in just one 45-minute procedure, with adjustable intensity settings (low, medium, high) for maximum patient comfort. In fact, 99 percent of patients experienced little to no sensitivity with Zoom WhiteSpeed.

In a clinical study, the Philips Zoom in-office treatment provided over 50 percent better whitening results than Opalescence Boost, both immediately following the procedure, a week later and after 30 days. Philips Zoom WhiteSpeed, with advanced LED light technology, greatly accelerates the whitening process, delivering dramatic results and approximately 50,000 hours of use.

**Introducing Philips Zoom QuickPro**

There’s a bright new option for patients looking for a natural, bright smile. Philips Zoom QuickPro whitening varnish takes just five minutes to apply and whitens teeth up to four shades. It’s

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There’s a revolutionary way to get noticeable whitening results in minimal time. The new Philips Zoom QuickPro whitening varnish whitens up to four shades following a 5-minute chairside application.

For more information, call (800) 422-9448 or visit philipsoralhealthcare.com

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