

# Personalize your treatment

With a variety of Philips Zoom take-home formulas, your dental professional can create a whitening plan just for you.

Whether you prefer to wear your trays overnight, want visible results in a short amount of time or have particularly sensitive teeth, Philips Zoom take-home will have you looking your best within two weeks. Our DayWhite and NiteWhite solutions are specially formulated to deliver brilliant results with less sensitivity.

Brighten your confidence with the No.1 patient-requested professional whitening brand, Philips Zoom.



Learn more at [zoomwhitening.com](https://zoomwhitening.com)



© 2017 Philips Oral Healthcare, Inc. All rights reserved. PHILIPS and the Philips shield are trademarks of Koninklijke Philips N.V. Sonicare, the Sonicare logo, DiamondClean, FlexCare Platinum, FlexCare, FlexCare+, ProResults, Sonicare For Kids and AirFloss are trademarks of Philips Oral Healthcare. All other trademarks are property of Discus Dental, LLC.

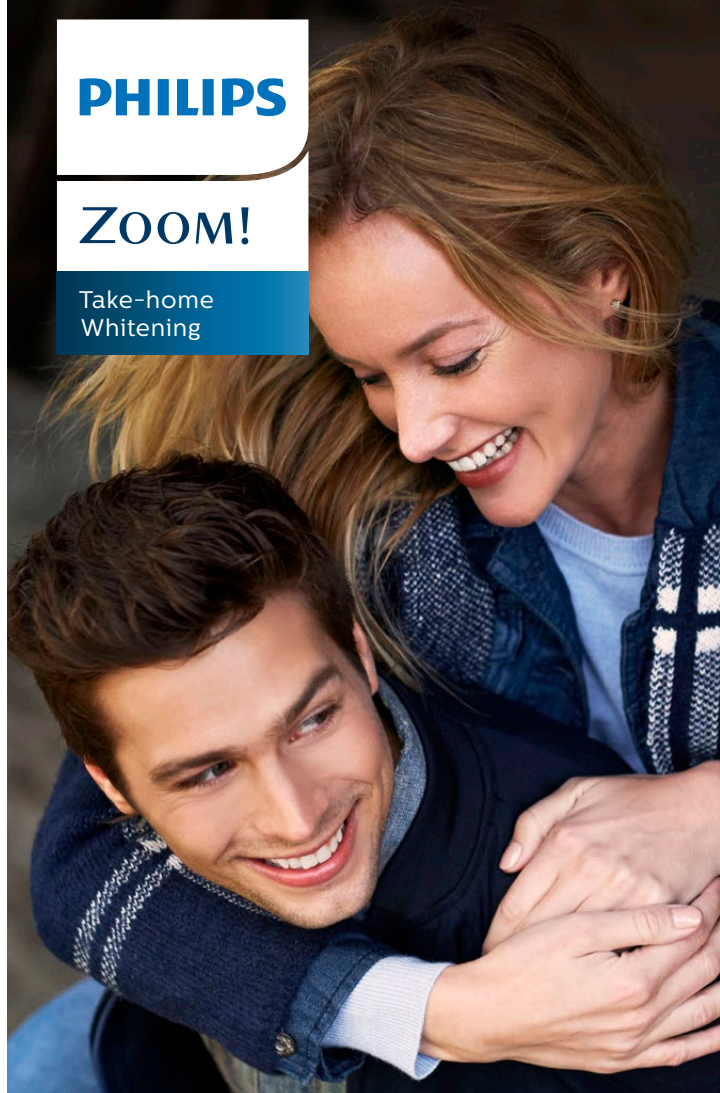
\*In the U.S.

[www.philips.com](https://www.philips.com)  
7506949 040617

**PHILIPS**

**ZOOM!**

Take-home  
Whitening



## Healthy whitening. Lasting confidence.

Discover the confidence to show off a new healthy white smile. Ask your dental professional about Philips Zoom take-home whitening today.



# Philips Zoom take-home whitening Q&A

---

## What is Philips Zoom take-home professional whitening?

Philips Zoom take-home whitening products are professional-strength teeth whitening treatments you can use at home. Our unique DayWhite and NiteWhite formulations are the only professional whitening treatments that deliver enamel protection, reduce sensitivity and improve teeth luster. Our extensive whitening portfolio offers the flexibility of a fully customized treatment that your dental professional will recommend to meet your lifestyle and whitening needs.

## How does it work?

Zoom DayWhite and NiteWhite are whitening gels that you wear in custom-fitted trays provided by your dental professional. The trays allow you to safely whiten your teeth by ensuring the whitening gel only has contact with your teeth and doesn't touch your gums.

## How long will it take?

Teeth can be noticeably whiter with Zoom DayWhite and NiteWhite take-home in one to two weeks, depending on your individual circumstances and the customized solution your dental professional recommends.

## How are Zoom DayWhite and NiteWhite different from other whitening treatments?

Zoom DayWhite and NiteWhite are the only take-home whitening products formulated with special ingredients to produce brilliant results, while helping to maintain a healthy smile by reducing sensitivity, delivering superior enamel protection and helping to improve the luster of the teeth.

## What causes teeth to become discolored?

There are several factors that can cause teeth to become discolored. Some of these factors include the use of tobacco products, dark foods and beverages like coffee or red wine, and medications such as tetracycline. Even age and genetics play a role in the color of our teeth. Zoom DayWhite and NiteWhite are effective at treating all types of tooth discoloration and can be customized to fit your needs.

## How does teeth whitening work?

The peroxide ingredient in the whitening gel safely releases oxygen molecules that penetrate the tooth to break down discolored molecules. As the oxygen molecules spread throughout the tooth, they whiten the entire tooth to produce a uniform whitening effect.

## Is teeth whitening safe?

Yes. Clinical studies have shown that whitening your teeth with carbamide or hydrogen peroxide under the supervision of a dental professional is safe for teeth and gums. In fact, our unique Zoom DayWhite and NiteWhite formulas help deliver superior enamel protection throughout the whitening process.

## Are there any side effects?

The most common side effect for any whitening experience is temporary tooth and/or gum sensitivity. Your dentist is your best resource to make sure you're a good candidate for whitening and that you are using the right formula. Zoom DayWhite and NiteWhite formulas are specially formulated to help reduce sensitivity and provide additional comfort during the whitening process.

## Will whitening damage or weaken my teeth?

No. Whitening will not damage or weaken your teeth. Zoom DayWhite and NiteWhite take-home whitening includes fluoride, amorphous calcium phosphate (ACP), and potassium nitrate. Fluoride and ACP have been shown to help strengthen and protect enamel, while potassium nitrate helps to reduce tooth sensitivity. Together they help maintain the health of the teeth.

## How long will my results last?

Whitening treatments help to remove existing stains and typically last several years, but through consumption of coffee, smoking or just through natural aging, your teeth can eventually become discolored again. Maintenance whitening is an easy way to help combat recurring discoloration and bring back your brighter, whiter, healthier-looking smile.

Achieve a noticeably whiter smile  
in just seven days



*Before*

*After*