

**What is teeth whitening?**

It is a bleaching process that lightens discolouration of enamel and dentine.

**What causes discolouration?**

There are many causes. The most common include ageing, consumption of staining substances (coffee, tea, tobacco etc), trauma, nerve degeneration and old restorations.

**Who may benefit from teeth whitening?**

Almost anyone. Having a whiter, brighter, younger looking smile can boost your self confidence.

**How does teeth whitening work?**

The oxygen releasing whitening gel is applied to the surfaces of your teeth. As oxygen enters the enamel and dentine, it whitens the coloured substances without affecting the teeth structure.

**Is teeth whitening safe?**

Yes. Clinical research and studies indicate that whitening teeth with oxygen releasing gel under supervision is safe for both teeth and gums.

**Are there any side effects?**

Some people experience temporary teeth sensitivity during the treatment. These symptoms should disappear within 1-2 days of interruption or completion of the treatment.

**How long do the results last?**

Your teeth will always be lighter than they were. However, some people want to touch up their smile by re-whitening once or twice yearly with a top-up treatment. This is especially valuable if you continue to use staining products such as coffee or tobacco.

**'Power' or home whitening?**

Put simply, with Power whitening, you get results straight away but it costs more. With home whitening you follow a simple procedure at home, attaining optimum results after about two weeks. It is the more cost-effective option.

**Can over the counter (OTC) products do the same?**

No. Current law does not allow OTC products to contain enough active ingredient for effective teeth whitening. Examination and advice from a dentist is also invaluable to safeguard against any possible problems.

# WHY WHITEN WITH wy10?

We regularly test selections of proprietary teeth whitening gel on tea-stained paper. The results show that wy10 products are much more effective in removing stains than other leading brands.



Branded gels applied to tea-stained paper

7.5% 6% 10% 7.5% 16%



Stain removing result - after 10 minutes

Brand A wy10 wy10 Brand B Brand C

Change your look not your lifestyle!  
Just ask your dentist!

Your dentist:

[www.wy10.com](http://www.wy10.com)



Thinking of teethwhitening?

...a brighter whiter smile..?



wy10 is the safe effective and affordable choice!





# Introduction

## wy10 teeth whitening

According to market research carried out by Mintel, teeth whitening is the most requested cosmetic dental treatment. It is, therefore, little wonder that there are many businesses advertising whitening procedures without the necessary expertise to back up their claims. At this practice, we put your safety first.

Your dentist here can advise you on suitability for treatment. Using a quality product from the wy10 range, your dental team can help you achieve that whiter, brighter smile. Routinely, we see cases in which whiter teeth brought absolute joy and a boost in confidence to the patients concerned.

## What is Teeth Whitening and What Causes Stains?

Teeth whitening is a bleaching process that removes stains from enamel and dentine. There are many causes of teeth stains, the most common include ageing, consumption of staining substances - tea, coffee, tobacco etc, trauma, nerve degeneration and old restorations.

## Is Teeth Whitening Safe and Effective?

In the hands of a trained dentist, dental therapist or hygienist, and using good quality materials, teeth whitening is the most effective and least intrusive procedure to lighten your teeth. It is also a safe and straightforward treatment. The dental professionals at this practice use wy10 products - scientifically proven to give excellent results compared with other major brands. The wy10 products are used by dentists worldwide to give superior results - every time!



# Choice

## Treatments

All teeth whitening treatments start with a consultation. Your dentist should discuss the various options available and ensure that the elected treatment is suitable for you.

## Chairside 'Power' Whitening

Often referred to as 'Power' or 'In Office' whitening, the procedure involves one or more sessions with your dentist during which a high concentration wy10 gel is applied to the fronts of your teeth. Your dental team will have taken care to protect any sensitive tissue in and around your mouth before applying the gel. A wy10 whitening lamp may be used to accelerate the action of the gel - giving maximum results in minimum time. A session lasts about 90 minutes and your dentist may have a DVD or music available for you - it is a very relaxed form of treatment!

A home whitening kit is advised to help 'stabilise' the wy10 chairside treatment and to ensure a longer lasting result.

## Home Whitening

The wy10 'Take Home' is an easy to use system designed to work in the comfort of your own home. After a consultation with your dentist, a set of custom fit trays are made to fit perfectly on your teeth. Your dentist may choose to supply you with a set of PerfectTrays™ which has a patented design to lock in the whitening gel for maximum effectiveness. You are carefully instructed on how and when to apply your whitening gel. A review is usually conducted after two to three weeks.

*Your dentist offers the best teeth whitening at competitive prices. wy10 whitening treatments will help you achieve the smile you have always wanted!*

# Result

## The Result

Pre and Post treatment photographs should be taken to illustrate the degree of whitening achieved. The wy10 gel with its unique activator, gives an average of eight shades improvement during a chairside treatment. Below is a typical example of the before and after photographs of a very satisfied client.



Some cases are more difficult to whiten due to the nature of the stains. They require longer treatment time, but the results are equally impressive as can be seen in the example below. Ask to see other results achieved using the wy10 system at your dentist, or visit [www.wy10.com](http://www.wy10.com).



## Change your look - not your lifestyle

Teeth whitening using wy10 products is both effective and comfortable. There is no need to change your lifestyle to preserve the whitened teeth, because retouching is just as easy and comfortable. Discuss this with your dentist.

# professional