

Who is whitening appropriate for?

Anyone with a healthy mouth should benefit from a teeth whitening treatment. However, if you have gum disease or other dental problems, your dentist may decide that teeth whitening will not be suitable, until successfully treated. Therefore existing patients may require an oral health assessment prior to whitening, depending on when your last dental check-up was carried out.

Offer is available to new patients, however you would require an initial examination first costing £40.

You should also be aware that whitening will only work on natural teeth; false teeth, crowns, bridges, fillings and veneers will be unresponsive to the process. Your dentist will discuss this with you before your treatment begins and explain what can be done to improve the appearance of these teeth.

What is used?

Here at Goodwin & Associates we offer 'at home whitening' from Opalescence which is one of the simplest and easiest to use whitening systems available. We construct custom made mouth-guards into which a whitening gel is placed. These are then worn overnight or for short periods during the day depending on what suits your lifestyle.

How long does it take?

Everyone's teeth whiten at different speeds, but most people achieve a shade they are happy with after approximately 2 weeks.



Will the effects be permanent?

No. Your teeth will still be susceptible to staining after the treatment. This means the effect will fade, particularly if you drink tea, coffee, and red wine or are a smoker. The whitening offered by bleaching kits tends to offer more enduring results than laser treatment effects but takes longer to achieve.

Are there any side effects?

All whitening gels can occasionally make the gums sore and make the teeth sensitive to hot and cold, but such symptoms are usually temporary. Whitening will not alter the structure of the teeth or damage them.

How much does tooth whitening cost?

Tooth whitening is not available on the NHS.

Our fee includes assessment, lab made custom trays and fitting and 2 weeks supply of gel. Extra gel for top-ups can be supplied at an extra charge.

Replacement of filling or crowns will incur additional charges.

Fee for tooth whitening just your **upper or lower** teeth is **£200**

Fee for your full mouth is **£300**

Fee for top-up syringes **from £30**

You could pay from as little as **£22.50 per month*** with 0% finance.

Gift Vouchers are also available.



*Subject to status. Representative example based on 10% minimum deposit and 12 months interest free credit. Cost of treatment - full mouth £300. Payable by a £30 deposit and 12 months fixed instalments of £22.50. Total amount payable £300. 0% APR Representative.

Why go to a dentist when home whitening kits are available?

When dealing with a bleaching agent such as peroxide, it is possible to burn yourself. As a result, DIY home kits, including teeth whitening strips, cannot be sold at the same strength as professionals would use. This means they will be less effective, or require a more frequent use to achieve the same results. This, in turn, could lead to gum irritation and sensitive teeth. Incorrect use or overuse of bleach could also damage the enamel, which is why these treatments should be avoided, even if they appear cheaper than professional treatment.

Legally, in the UK, teeth whitening products which contain or release between 0.1 and 6 percent hydrogen peroxide cannot be sold to anyone outside the dental profession.

Can I get my teeth whitened by a beauty salon?

No. New legislation was introduced at the end of 2012 that means that teeth whitening must only be performed after a clinical examination by a qualified dentist. Additionally, the dentist must perform the first treatment or supervise another qualified dental professional, under prescription. Only after this appointment can the dentist dispense the tooth whitener for supervised home whitening.



What is tooth whitening?

Your teeth naturally pick up stain throughout the day with smoking, tea, coffee and red wine darkening your teeth quicker. Tooth whitening is a safe and effective way of lightening your smile to a bright, white colour whilst not damaging your teeth.

Tooth whitening is a chemical process. The peroxide in the whitening agent breaks down into tiny molecules that move inside the tooth structure, where they break down any molecules that cause discolouration.



How to find us

We are located opposite The Swan public house on Kirkgate, in Cockermouth.



Parking

There is on-street "disc zone" parking on Kirkgate which is limited to 1 hour or on Lorton Road (limited to 2 hours). There are also Pay and Display car parks at the bottom of Kirkgate, and one just off Market Place.



Goodwin & Associates
Dental Practice



TOOTH WHITENING

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