

What is tooth whitening?

Your teeth naturally pick up stain throughout the day with smoking, tea, coffee and red wine darkening your teeth more quickly. 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.

Who is whitening appropriate for?

Anyone with a healthy mouth could 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. All patients must have had a check-up within the last 12 months with a dentist here at the practice to determine whether you are a suitable candidate for tooth whitening. Tooth whitening is available to new patients of the practice, 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 use Whitewash Laboratories tooth whitening gel and whitening strips. Whitewash Laboratories are the leading teeth whitening and oral care manufacturers, their Home Whitening System and other products have been developed and formulated by leading UK dentists.

Whitening trays

Using whitening trays is the best way to whiten teeth in terms of the resulting shade change and length of results.



Your dentist will take an impression of your teeth in order to create a custom whitening tray for you. This will take 7-10 days.

The treatment is fairly straightforward; you apply the gel to your tray using the syringes provided and wear your trays as instructed, take them out and then rinse when done.

Whitening strips

WhiteWash strips are self-adhesive and are pre-loaded with whitening gel so you simply peel and apply them to your teeth and wear for 1-2 hours, after this you just throw them away.



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.

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.

PROFESSIONAL WHITENING STRIPS PACK – Pack contains 28 whitening strips (14 applications). **£60**

PROFESSIONAL WHITENING STRIPS GIFT SET – whitening strips and professional whitening toothpaste and Nano-silver whitening toothbrush. All in a silver organza gift bag. **£70**

HOME LUXURY WHITENING SET - luxury box containing whitening trays and case and four gel syringes. **£275**

DELUXE COMBINATION SETS - are available, these include Home luxury whitening set and Professional whitening strips pack for quick and easy whitening anywhere. These are priced at **£300** this is a saving **£35** when purchased together.

SINGULAR GEL REFILL SYRINGES £25

Gift Vouchers are also available.**

All prices are subject to change.

You could pay from as little as **£22.50 per month*** with 0% finance. on the deluxe whitening combination set.



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

**Purchase subject to dental exam to check for product suitability

Which system is best for me?

Whitening trays.

You will always achieve a whiter result using the trays and gel, you can achieve up to 7 shades lighter.* The trays are custom made for you enabling the whitening of all your teeth (the strips will only whiten the front teeth). Typically the resulting shade will last longer with the trays than with the strips. The trays can be reused over and over and top up gel syringes are available. Cost for home luxury whitening set £275.

Gel syringe top-up £25

Or Whitening strips

The strips are easy to use, more convenient to use 'on the go' and can be more cost effective. And typically whiten by up to 4 shades lighter* (when used for the 2 week period). Cost for 2 week treatment £60 and can be started immediately.

Strips can also be a good way to help maintain your desired shade after using the trays.

Combination sets are also available.

*shade results are only a guide and can vary.

All patients must have had a check-up within the last 12 months with a dentist here at the practice. Tooth whitening is available to new patients of the practice, however you would require an initial examination first costing £40.

Tooth whitening is only available for patients over the age of 18.

whitewash
LABORATORIES

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

www.goodwindentalpractice.co.uk

57 Kirkgate – Cockermouth

Cumbria – CA13 9PH

Tel: 01900 823467 – Fax 01900 823939

Email: reception.goodwins@btconnect.com