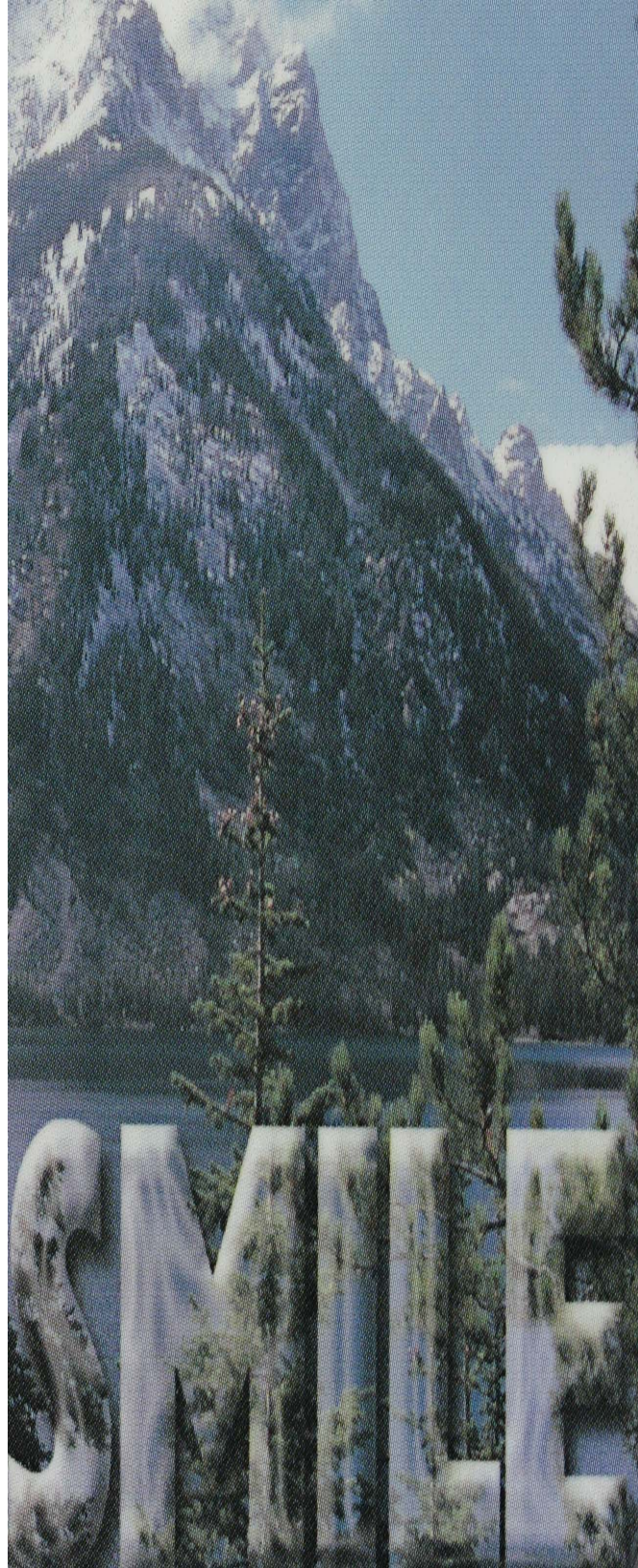


*Brighten
Your Smile*



*Professional
Whitening*

**Winnetka Contemporary
Dentistry**

**Kenneth N. Milin, D.D.S.
And Associates**



...the latest in today's dentistry

Whitening Techniques

In-Office Whitening (Zoom Power Whitening)

Product contents:

35% Hydrogen Peroxide

Location of treatment:

Completed at the dental office

Time involved:

One visit: less than two hours total for advanced whitening results

Procedure:

Highly concentrated whitening product is placed on your teeth for about 20 minutes - This process is repeated 2 - 3 times during the visit

Maintenance:

Apply the whitening gel in the take home custom trays one or two days per month.

-or-

In-office maintenance once every year or two.

*Maintenance is highly dependant on the frequency of use (or consumption) of staining products or foods.

Whitening Trays (Take home)

Product Contents:

10, 16, 22% Carbamide Peroxide

Location of treatment:

Home

Time involved:

Usually 30-60 min once or twice per day, the trays can be used for longer, even overnight. Use daily until the desired color is achieved.

Procedure:

Whitening gel is placed in custom fit trays and inserted for the appropriate amount of time

Maintenance:

Apply the whitening gel in the take home custom trays one or two days per month.

*Maintenance is highly dependant on the frequency of use (or consumption) of staining products or foods.

Whitening Strips (Over the Counter)

Product Contents:

6, 10% Carbamide Peroxide

Location of treatment:

Home

Time involved:

30 minutes twice a day for 7 days for minimal whitening - up to 1 month for advanced whitening

*advanced whitening may not be attainable with this product

Procedure:

Whitening strips are adhered to the front teeth twice daily. This product should not be used overnight.

Maintenance:

The complete process of 14 days of whitening strip placement typically needs to be repeated every 6 - 12 months to sustain desired shade.

*This product whitens the front teeth only.