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*Here's your
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The "gold standard" for bleaching teeth

Tooth bleaching has become the most popular cosmetic dental procedure in the United States. There are many products and systems available for bleaching teeth, such as "whitening" strips, "paint-on" products, "whitening" gum, lasers, lights, and "whitening" toothpastes. However, the most predictable and cost-effective bleaching system remains the **Custom-made Tray System** for home use, administered with professional supervision.

Clinical experience has demonstrated that the Custom-made Tray System has produced the best results with the fewest complications. The system provides controls to help prevent complications. Under professional supervision, the proper bleaching gel concentration is determined, use of a gel with desensitizer is prescribed, and the correct time of exposure to the gel is recommended. The custom-made trays isolate the bleaching gel to the tooth-enamel surfaces and prevent excess bleaching-gel exposure to the gums and tooth surfaces,

which can lead to gingival irritation, damage to tooth enamel, and sensitivity.

Within one year of bleaching, the average patient experiences at least a 50 percent relapse of the color. However, with the Custom-made Trays, you can rebleach with a minimum of new expense. It has been shown by recent studies that "power bleaching" with various types of lights and lasers has no greater effect than bleaching without lights or lasers. "Power bleaching" offers convenience for some patients, requiring only 1 1/2 hours in the office, with significant whitening. The studies and clinical experience with "power bleaching" also have shown that the tooth color relapses about 50 percent within one year, and the entire 1 1/2-hour in-office process must be repeated to again attain significant whitening.

Dr. Gerber can customize the proper tooth-bleaching method for your needs and cosmetic goals. We do either method in our office. There is no substitute for professional supervision in your dental care. If you would like a consultation or have questions about tooth bleaching, please call **Dr. Gerber** at **310-652-0450**.

