Myth vs. Truths

By Beverly Hills Formula

There are many misunderstandings surrounding whitening toothpastes. We tackle the common patient misconceptions to help you confidently recommend the most suitable choice for your patients...

Although teeth whitening has become one of the most sought-after cosmetic dental treatments requested by patients, not all will want to “splash their cash” on these expensive treatments, but, by the same token, they are also dubious about whitening toothpastes:

- “Whitening toothpastes are ineffective”

In late 2012, whitening toothpastes came under scrutiny when Argo & Hamme’s Advanced Whitening toothpaste advertisements were banned after it emerged that 45 per cent of users, during a four-week trial, either saw no improvement or were left with darker teeth (1). By association, many patients assume that all whitening toothpastes do not live up to their claims.

Contrary to this, it’s important that the effective toothpastes available, which are clinically proven to work, are brought to your patients’ attention. These products should contain ingredients such as the stain-dissolving agent, Pentasodium Triphosphate and anti-tartar inhibitor, Tetrasodium Pyrophosphate. Pentasodium Triphosphate can remove deep surface stains as part of a daily oral care regime to brighten, lighten and whiten teeth. It also prevents food particles settling on the teeth, effectively keeping teeth whiter for longer. For extra stain removal, Tetrasodium Pyrophosphate coats the surface of teeth to prevent bacteria forming, leaving teeth feeling and appearing brighter all day.

- “Whitening toothpastes use harsh abrasives to remove stains”

There is a misconception that to remove dental stains caused by smoking and some foods and drinks, patients need to resort to products that contain harsh abrasives. This is not the case. Recommended patients use whitening toothpastes that contain Hydrated Silica. This low abrasive polishing ingredient, which is frequently combined with the softer calcium carbonate to provide a smooth gel-like quality, works hard to remove plaque and stains and whiten the teeth. It has no distinctive taste or odor and may also be labeled as amorphous silicate, silicic acid, or silica gel. This mild abrasive is harmless and is even listed by the US Food and Drug Administration as “Generally Recognised as Safe”.

- “I suffer from sensitivity so whitening toothpastes are not for me”

Teeth sensitivity is a common dental problem and there are many brands of toothpastes that claim to treat sensitivity. However, recommended patients use a toothpaste that contains Potassium Citrate. This desensitising agent relieves tooth sensitivity by effectively blocking the transmission of pain sensation between the nerve cells that enable cold and hot sensations to reach the tooth’s nerves. There are toothpastes available that combine Hydrated Silica for high performance whitening and Potassium Citrate for rapid sensitivity action.

- “Whitening toothpastes don’t offer all-round protection”

Thankfully, many patients recognise that a healthy smile should come hand-in-hand with a brighter smile. It’s a state of health, but most people suffer from some form of gum disease, which is the major cause of tooth loss in adults and, often, many show no symptoms and unaware that they may have it. The oral health product that contains a gum protection system can help prevent the causes and effects of gum disease whilst restoring teeth to a natural, white colour, without using harsh abrasives or bleach. Bleeding gums can be a cause of vitamin and nutritional deficiencies. Toothpastes which contain Vitamin E (Tocopheryl Acetate), Pro Vitamin B5 (Panthenol) and B Vitamin Folic Acid, anti-inflammatory revitalising agents, will help invigorate and strengthen the gums to keep the oral tissue healthy, whilst toothpastes that contain the ingredient Permethol and Q10 and Folic Acid will help reduce and stop bleeding, promoting healthy gums. In light of these, it’s worthwhile recommending patients use a toothpaste that contains such ingredients.

Addressing concerns

Beverly Hills Formula offers an entire range of products to address all these patient concerns. Low in abrasion, Perfect White toothpaste contains Hydrated Silica; stain dissolving agent, Pentasodium Triphosphate; and anti-tartar ingredient, Tetrasodium Pyrophosphate. For extra stain removal, this toothpaste can be left on the teeth for up to one minute before brushing. And for patients who suffer from sensitivity, but long for that gleaming Hollywood Smile, Perfect White Sensitivity is the toothpaste of choice as it contains desensitising agent Potassium Citrate. Boosting a unique gum protection system that contains Vitamin E, Fluroide, Permethol, Panthenol, Q10 and Folic Acid, Dentist’s Choice Gum & Whitening Expert toothpaste protects against tooth decay whilst restoring teeth to a natural, white colour without using harsh abrasives or bleach. Ultimately, Beverly Hills Formula’s range of whitening toothpastes offers patients an affordable way to restore the natural whiteness of their teeth by removing stains from the tooth surface, whilst providing that all-important, long-lasting protection.

References

(1) The whitening toothpaste that can make teeth DARKER

Ad starring Blue Peter girl Katy Hill banned after customers say product didn’t work:

Contact Information

Tel: +555 1846 6611
info@beverlyhillsformula.com
www.beverlyhillsformula.com

Dubai School of Dental Medicine
An Elite Learning Experience for Aspiring Dental Specialists

Dubai School of Dental Medicine, an institution of the New Med, is a newly established healthcare-driven school at Dubai Healthcare City.

- 5-year Master of Science degrees in a broad spectrum of disciplines which includes extensive clinical training modules. Our dental, orthodontic, pediatric, and periodontal courses provide a base of both, in our patients’ oral environment.

- For more information on admissions, please call the Student Affairs Office: +971 4 424 6612 or e-mail: info@dsdm.ac.ae.

Dubai Hispanic Healthcare City, Dubai, United Arab Emirates

Dubai School of Dental Medicine
www.dsm.ac.ae

AN ELITE LEARNING EXPERIENCE FOR ASPIRING DENTAL SPECIALISTS

Dubai School of Dental Medicine, an institution of the New Med, is a newly established healthcare-driven school at Dubai Healthcare City.

- 5-year Master of Science degrees in a broad spectrum of disciplines which includes extensive clinical training modules. Our dental, orthodontic, pediatric, and periodontal courses provide a base of both, in our patients’ oral environment.

- For more information on admissions, please call the Student Affairs Office: +971 4 424 6612 or e-mail: info@dsdm.ac.ae.

Dubai Hispanic Healthcare City, Dubai, United Arab Emirates

Dubai School of Dental Medicine
www.dsm.ac.ae

AN ELITE LEARNING EXPERIENCE FOR ASPIRING DENTAL SPECIALISTS

Dubai School of Dental Medicine, an institution of the New Med, is a newly established healthcare-driven school at Dubai Healthcare City.

- 5-year Master of Science degrees in a broad spectrum of disciplines which includes extensive clinical training modules. Our dental, orthodontic, pediatric, and periodontal courses provide a base of both, in our patients’ oral environment.

- For more information on admissions, please call the Student Affairs Office: +971 4 424 6612 or e-mail: info@dsdm.ac.ae.

Dubai Hispanic Healthcare City, Dubai, United Arab Emirates

Dubai School of Dental Medicine
www.dsm.ac.ae

AN ELITE LEARNING EXPERIENCE FOR ASPIRING DENTAL SPECIALISTS

Dubai School of Dental Medicine, an institution of the New Med, is a newly established healthcare-driven school at Dubai Healthcare City.

- 5-year Master of Science degrees in a broad spectrum of disciplines which includes extensive clinical training modules. Our dental, orthodontic, pediatric, and periodontal courses provide a base of both, in our patients’ oral environment.

- For more information on admissions, please call the Student Affairs Office: +971 4 424 6612 or e-mail: info@dsdm.ac.ae.

Dubai Hispanic Healthcare City, Dubai, United Arab Emirates

Dubai School of Dental Medicine
www.dsm.ac.ae