

PHILIPS

ZOOM!

Teeth whitening

The safe
way to a **whiter**
smile

Philips Zoom!
Take-Home Whitening





The Results



See more on Instagram [#showyourshine](#)

A healthy, white smile

Philips Zoom! whitening gel is absorbed into the tooth where it whitens from the inside by dissolving stains. As well as delivering great whitening results, our unique ACP formulation delivers the best sensitivity management and enamel protection.

Testimonials

“My patients only receive the best, which is why I provide them with Philips Zoom. The results are always incredible. My patients just love it.”

– Dr. Guy Laffan, BDS, RSC, and MSc



“I got the whitening through my dentist and I can truthfully say it has worked brilliantly. I would definitely recommend this.”



“I found Zoom incredibly easy to use, and didn’t experience any sensitivity at all. I love the DayWhite formulation as I could I literally whiten my teeth whilst applying my makeup.”

Number 1
patient requested
whitening brand



Shortlisted for
GQ grooming
award 2020
– Best dental treatment



Our unique
formula means
little to **no sensitivity**



Is teeth whitening safe?

- Clinical studies show whitening is safe
- All Zoom products are EU compliant



What are the side effects?

- Tooth sensitivity is most common
- Formula concentration can be adjusted to avoid this
- Zoom contains 2 agents to reduce sensitivity: potassium nitrate and amorphous calcium phosphate (ACP)



What causes teeth to discolour?

- Coloured foods such as coffee, tea and red wine
- Smoking
- Aging



How do I maximise the results?

- Maintenance whitening at home
- Reduce consumption of highly coloured foods
- Zoom! includes ACP which reduces whitening fadeback

How long does it take?

Speak to your dental professional about pricing today!

Product	Wear Time	Product Image
<p>Zoom! 6% Hydrogen Peroxide</p>	<p>30-90 mins daily or two weeks</p>	 <p>The image shows a white rectangular box for Philips Zoom! Day White. The box features the Philips logo in blue, the Zoom! logo in white on a blue background, and the text 'Day White' in a grey box. Below that, it says '6% Hydrogen Peroxide' and 'Take-home whitening'. On the right side, it reads '6% Hydrogen Peroxide + ACP'. At the bottom right, there is a graphic showing '3X' with a double-headed arrow and '2.4 ml ea.' and '1X' with a single-headed arrow and '= 6X (7%)'.</p>
<p>Zoom! 10% Carbamide Peroxide</p>	<p>Overnight (minimum 4 hours) for two weeks</p>	 <p>The image shows a dark blue rectangular box for Philips Zoom! NiteWhite. The box features the Philips logo in white, the Zoom! logo in white on a dark blue background, and the text 'NiteWhite' in a white box. Below that, it says '10% Carbamide Peroxide'. On the right side, it reads '10% Carbamide Peroxide + ACP'. At the bottom right, there is a graphic showing '6X' with a double-headed arrow and '2.4 ml ea.' and '1X' with a single-headed arrow and '= 6X (7%)'.</p>
<p>Zoom! 16% Carbamide Peroxide</p>	<p>Overnight (minimum 4 hours) for two weeks</p>	 <p>The image shows a dark blue rectangular box for Philips Zoom! NiteWhite. The box features the Philips logo in white, the Zoom! logo in white on a dark blue background, and the text 'NiteWhite' in a white box. Below that, it says '16% Carbamide Peroxide'. On the right side, it reads '16% Carbamide Peroxide + ACP'. At the bottom right, there is a graphic showing '6X' with a double-headed arrow and '2.4 ml ea.' and '1X' with a single-headed arrow and '= 6X (7%)'.</p>

For more information on whitening please go to
<https://www.philips.co.uk/c-m-pe/teeth-whitening> or scan the QR code.
Show us your before and after on Instagram **#showyourshine**



References: **1.** Customer review on [philips.co.uk/zoom](https://www.philips.co.uk/zoom), November 2016. **2.** Customer review on [philips.co.uk/zoom](https://www.philips.co.uk/zoom), October 2016. **3.** Li, Lee, Cartwright, Wilson. Comparison of clinical efficacy and safety of 3 professional at-home whitening systems. Comp Vol 24, May 2003. **4.** M. Giniger et al. A 180-Day Clinical Investigation of the Tooth Whitening Efficacy of a Bleaching Gel with Added Amorphous Calcium Phosphate. J. Clin. Dent.16:11-16, 2005.

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www.philips.co.uk/zoom