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BRIGHT & BEAUTIFUL

The smile every bride wants.

BY CARRIE WILLIAMS

Every bride wants a brighter, whiter smile...especially on her wedding day! But which treatments yield the best results?

Many women often pick up whitening strips or toothpaste at the drugstore for a quick fix, but according to cosmetic dentist



Benjamin S. Fiss, DDS

Benjamin S. Fiss, DDS that's not the way to go. "There are a number of options that are better than over-the-counter whitening strips," he explains. "I don't recommend whitening strips, as the results are typically inconsistent. Whitening strips have a 6% concentration of bleaching gel (low) and a high acidic pH level to make them shelf stable. This high acidic pH level is not good for your tooth enamel. Plus, applying the strips properly and effectively can be difficult due to the size, shape

and curve of an individual's mouth. Gaps can form, thus failing to evenly whiten teeth. The strips only cover the front six teeth so whitening is not even. Whitening toothpaste is very abrasive and actually will make your teeth darker or yellow in color as a result of eroding the tooth enamel and exposing the darker dentin underneath."

Better options for successful whitening include **custom-made take-home trays** and a 16% or 22% pH neutral bleaching solution, explains Dr. Fiss. "The trays have an amazing fit and perfect coverage as they are made specifically for a patient, using an exact mold of their mouth to provide coverage to all of the teeth. The trays are worn for one hour for 7 to 14 consecutive days. They can be reused after every dental cleaning to touch up or brighten as desired."

For those who prefer instantaneous results, **ZOOM whitening** is best. "In our office, take-home trays are provided with ZOOM whitening so that a patient can touch up or go even whiter after the ZOOM treatment," he details. "The procedure from start to finish takes just under two hours to complete with typical results improving your smile up to eight shades brighter." For the most permanent and longest lasting results, Dr. Fiss says **porcelain veneers** are the way to go.

All forms of bleaching work best on clean teeth, according to Dr. Fiss. "Having your teeth professionally cleaned before any whitening treatment will greatly enhance your results," he affirms. "Also, keep in mind that once you stop bleaching, there will typically be a one half shade fade back."

To maintain long-term results, Dr. Fiss says it's imperative to take proper care of your teeth. "This means seeing your dentist at least two times a year for regular cleanings and check-ups," he explains. "Brushing (and flossing) in the morning, after meals and before bed with an extra soft toothbrush and non-abrasive, non-whitening toothpaste will help to preserve your enamel thickness and color. Also, avoiding staining foods like coffee, tea, red wine, et cetera, also will help keep your teeth sparkling." For more information, visit www.drffiss.com. ■