

# Shooting 'em down

Tooth whitening – it's all the same, right? Nilesch Parmar shoots from the hip on beating the whitening cowboys – with the law on our side

**T**ooth whitening has been in the dental press a lot recently; did you catch the legally white debate? It certainly got a lot of dentists irritated on Facebook, Twitter and at The Dentistry Show. The blatant disregard for the law that some companies were showing in reference to tooth whitening is sad; the fact that they seem to get away with it even more so. I can still find a 'smile booth' or some similar type illegal business running in shopping centres such as Westfield, Lakeside and Bluewater.

Hopefully, all this naughtiness is now being curbed, thanks to diligent members of the profession and, dare I say it, the GDC actually managing to prosecute some cowboys offering illegal tooth whitening services. Do these cowboys really affect business for the average dentist? Probably not, but it does open up our patients to unnecessary risk by having procedures carried out in potentially dangerous surroundings.

Do you offer tooth whitening? Do you really offer tooth whitening? I notice that the NHS/mixed practices out there don't push it as much as the private practices. Is tooth whitening hard to carry out? No, it's pretty simple and with, modern techniques, it's actually very predictable.

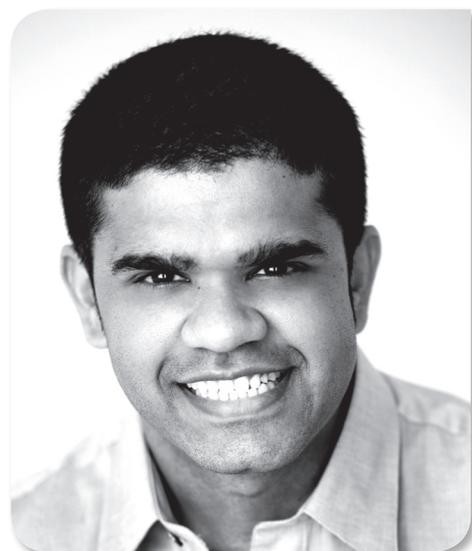
## Wild card

The only wild card in the entire tooth whitening process is the patient. Whether or not they can actually be bothered to wear the trays and put the gel in correctly! Within my clinical world, I offer every patient, who is



having any form of 'white' or 'titanium' work, tooth whitening. By white work I mean, white fillings, Cerec restorations, veneers etc, and by titanium, I mean, titanium implants! I don't see tooth whitening as a huge individual money-spinner but as an adjunct to almost every cosmetic case I carry out. When you start to do the numbers in that sense, it does add a decent chunk to the practice income. So, which system do I use? Well, I use the Enlighten B1 guaranteed evolution system. It's 'all in one', so I know exactly how much each case will cost me, as the materials, trays and even postage to the lab is all included

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within the fee.

Could I find a cheaper alternative? Most likely, yes. Would it be as effective, innovative or slick as the Enlighten system? Who knows? I, for one, am happy with the end results achieved with Enlighten's Evolution system – as are my patients – and with the introduction of new Evo-day tooth whitening has just got a lot more interesting!

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