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Which whitening option is best for me?



Dr. G's Office
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Get your brightest smile in time for spring!

Everyone wants a bright, white smile, but most people have questions on which option is best for them.

We hope this email helps explain the different methods of whitening and the benefits and disadvantages of each system.



If you have further questions about your options, or if you'd like to get started with whitening treatment, please call our office at 410.837.0304.

Whitening Options: A Breakdown

Take a look at the breakdown of whitening options below. If you still have questions, call our office at 410.837.0304 to schedule a FREE consultation to discuss which whitening procedure would be best for you.



"Dr. G. and his team did an

ZOOM! Chairside Whitening

TIME IN CHAIR: 45 minutes
LIGHTEN BY: Average 8 shades
BENEFITS:

- Immediate results
- Long lasting
- Less fadeback
- Safe & comfortable
- Performed by a Dental Professional

COST: \$399 plus a coupon for whitening trays for future touch-ups for only \$199

[Learn more about ZOOM! Whitening](#)

**awesome job
with my
veneers and
ZOOM!
Whitening.**

**It was a
painless
process that
made a big
impact on the
look of my
smile.**

**Having my
teeth look their
best made my
smile even
bigger on my
wedding day!"**

*- Katie Norton,
Patient*

Custom-Made At-Home Bleaching Trays

LENGTH OF USE: 7 - 14 days

LIGHTEN BY: 6 shades

BENEFITS:

- Self-applied gel to trays gives you control of whitening results
- Lab-made trays that mold to your teeth for better results

DISADVANTAGES:

- Trays are messy
- No immediate whitening results

COST: \$299 for trays, \$65 for whitening gel

[Learn more about bleaching trays](#)

Whitening Strips or Paint-On Gel

LENGTH OF USE: 7 - 30 days

LIGHTEN BY: 3-4 shades

BENEFIT:

- Cheaper at-home option

DISADVANTAGES:

- Inconsistent tooth whitening
- No immediate whitening results

COST: \$40 - \$50 over-the-counter

[Learn more about whitening strips](#)

Whitening Toothpaste

LENGTH OF USE: 1 month +

LIGHTEN BY: 1 - 2 shades

BENEFIT:

- Cheapest option

DISADVANTAGES:

- Results fade if you discontinue usage
- Effects superficial stains only
- No immediate whitening results

COST: \$5 - \$10 over-the-counter

[Learn more about whitening toothpaste](#)



**Print out this coupon
and receive
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whitening system!**

*** Offer Expires: April 30, 2009**

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