

New Products Offer Options For Whiter Teeth

(NAPSA)—Fears of stained or discolored teeth are driving Americans to the dentist for bleaching treatments in record numbers. In fact, tooth whitening procedures have increased 300 percent in the last five years. However, a pair of innovative, at-home whitening products is making it easy to glam up your grin and add a sparkle to your smile—safely, effectively and affordably.

One is a first-of-its kind toothbrush that features a whitening ribbon running through the micro-fiber bristles to help remove stains. The other is a kit that includes a dual-chambered pump of peroxide gel and an activator paste. The delivery system helps keep the active ingredients separate until the time of use, which allows for a low level of peroxide. Meanwhile, the powerful combination is clinically proven to help whiten teeth.

“People want to have bright, white teeth just like their favorite movie stars,” says Dr. Debra Glassman, who polishes the teeth of today’s hottest celebrities.

Glassman says most stains come from coffee, tea, soft drinks, red wine and smoking. However, she explains that some stains may be associated with decay or infection, so she recommends a complete dental exam before starting any whitening program.

White Brush for the Job

The whitening ribbon is what sets Mentadent White & Clean apart. When used with toothpaste, this whitening brush helps remove stains and makes your teeth clean and noticeably whiter. Research has demonstrated that the brush is effective in removing stains from teeth, helps remove plaque and cleans hard-to-reach areas.

The soft rubber ribbon in the brush is not abrasive to gums or teeth. It acts much like a windshield wiper on a car—sweeping across the surface of your teeth, Glassman explains. “It helps give you an extremely clean feeling, and you’re helping to whiten your teeth when you use it.”

New Way to Whiten

As the whitening trend heats



up, Mentadent also introduces its new Tooth Whitening System, which is clinically proven to whiten teeth safely, simply and quickly. Research indicates that users will be able to whiten their teeth up to four shades in two weeks. Many users will notice a change in just seven days.

“Consumers want more from whitening products than what is currently being offered on the market,” said Rob Blanc, brand director for Mentadent. “They are looking for an affordable whitening product they can use at home that doesn’t require them to wear mouthtrays overnight.”

The whitening system uses a three-step process. First, brush, floss and rinse your mouth thoroughly with the oral rinse provided in the kit to thoroughly clean teeth. Next, use the dosing paddle to add the correct amount of the whitening agent to both mouthtrays and wear for only 10 to 15 minutes. Finally, remove mouthtrays and brush teeth to remove any whitening agent. Repeat the process once a day for two weeks or until desired results are achieved. The kit includes a shade guide, so people can track their whitening progress.

“The Mentadent Tooth Whitening System gives people an effective level of whitening and fast results without exposing teeth to high levels of peroxide,” according to Glassman. “This means it’s safe on the enamel and won’t cause sensitivity for most people.”

To learn more about proper brushing techniques and these new whitening products, visit www.mentadent.com.