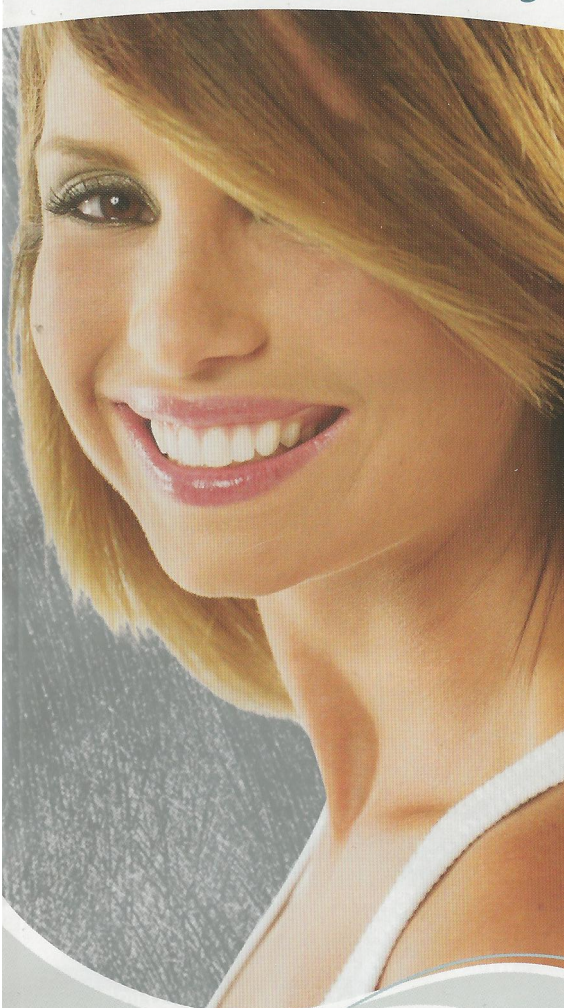


Zoom! One Hour Tooth Whitening



Zoom![®]

Professional Whitening System

The
science
of smiles.

Only from your dental professional.

ZOOM!

Professional Whitening System

Do you want to Zoom!?

The *Zoom!* Chairside Whitening System is a scientifically advanced, patent pending, tooth whitening procedure. It's safe, effective and fast, very fast. In less than an hour your teeth will become dramatically whiter. *Zoom!* Chairside Whitening is ideal for anyone looking for immediate results. The convenience of *Zoom!* in comparison to days of wearing trays or strips, makes it the perfect choice for the busy individual.

Get ready to Zoom!

The *Zoom!* In-Office Whitening System will make your teeth dramatically whiter in less than an hour. The procedure is simple. It begins with a short preparation to cover your lips and gums, leaving only your teeth exposed. The *Zoom!* clinician then applies the proprietary *Zoom!* Whitening Gel, which was designed to be used with a specially designed light. The *Zoom!* light and gel work together to gently penetrate your teeth, breaking up stains and discoloration. With proper care your smile will sparkle for years.

Tune in to Zoom!

Take your first step to feeling good, looking great and making a memorable impression every time you smile. You owe it to yourself!

Frequently Asked Questions

Q: What is *Zoom!* tooth whitening?

A: *Zoom!* is a bleaching process that lightens discoloration of enamel and dentin.

Q: What causes tooth discoloration?

A: There are many causes. The most common include aging and consumption of staining substances such as coffee, tea, colas, tobacco, red wine, etc. During tooth formation, consumption of tetracycline, certain antibiotics or excessive fluoride may also cause tooth discoloration.

Q: Who may benefit from tooth whitening?

A: Almost anyone. However, treatment may not be as effective for some as it is for others. Your dental professional can determine if you are a viable candidate for this procedure through a thorough oral exam, including a shade assessment.

Q: Do many people whiten their teeth?

A: More people than you might imagine. A bright sparkling smile can make a big difference for everyone. The *Zoom!* Chairside Whitening System makes it easier and faster than ever before.

Q: Is whitening safe?

A: Yes. Extensive research and clinical studies indicate that whitening teeth under the supervision of a dentist is safe. In fact, many dentists consider whitening the safest cosmetic dental procedure available. As with any tooth whitening product, *Zoom!* is not recommended for children under 13 years of age and pregnant or lactating women.

Q: How long do the results last?

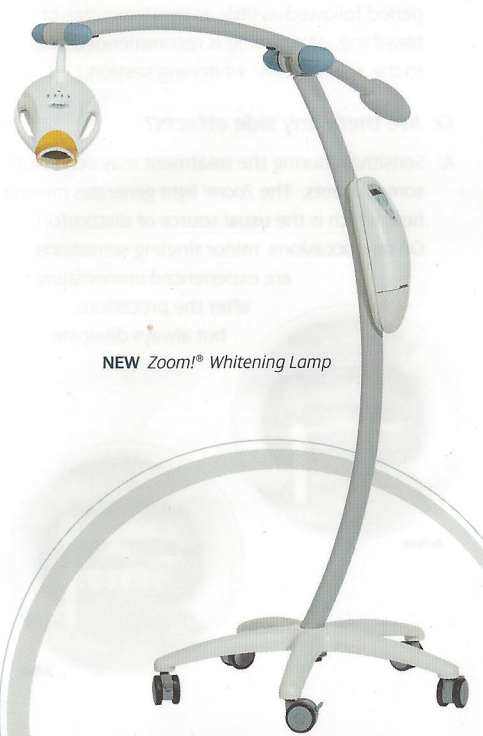
A: By following some simple post whitening care instructions, your teeth will always be lighter than they were before. To keep your teeth looking their best, we recommend flossing, brushing twice daily, and occasional touch-ups with *Zoom!* Weekender or Nite White gel. These are professional formula products designed specifically to keep your teeth their brightest. They are available only through your dental professional.

Q: How does the *Zoom!* In-office system work?

A: The *Zoom!* light activated whitening gel's active ingredient is Hydrogen Peroxide. As the Hydrogen Peroxide is broken down, oxygen enters the enamel and dentin, bleaching colored substances while the structure of the tooth is unchanged. The *Zoom!* light aids in activating the hydrogen peroxide and helps it penetrate the surface of the tooth. A study has shown that use of the *Zoom!* lamp increases the effectiveness of the *Zoom!* gel by 26% or more, giving an average improvement of eight shades*.

Q: What does a patient experience during the *Zoom!* In – Office Procedure?

A: During the procedure, patients may comfortably watch television or listen to music. Individuals with a strong gag reflex or anxiety may have difficulty undergoing the entire procedure.



NEW *Zoom!*® Whitening Lamp

* As measured with the Vita® Classical Shade Guide, chromatically arranged. Data on file.

Q: How is exposure to the Zoom! light controlled?

A: The Zoom! procedure requires that all soft tissue in and around the mouth be protected. The clinician is required to monitor the procedure to insure any exposed skin or tissue is isolated and protected. Protective eyewear is required during the procedure.

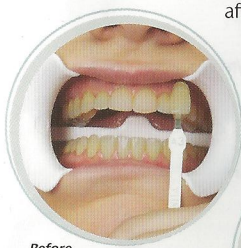
Light sensitive individuals, including those undergoing PUVA therapy (Psoralen+UV Radiation) or other photochemotherapy, or patients with melanoma, should not undergo the Zoom! in-office procedure. Also, patients taking any light sensitive drugs or substances, whether over the counter, prescription or homeopathic, should consult their primary care physician prior to the procedure. Anyone who is not eligible for Zoom! Chairside Whitening for these reasons may be an excellent candidate for Zoom! Take-Home.

Q: How long does Zoom! Chairside Whitening take?

A: The complete procedure takes less than an hour. The procedure begins with a preparation period followed as little as by 45 minutes of bleaching. (A cleaning is recommended prior to the actual Zoom! whitening session.)

Q: Are there any side effects?

A: Sensitivity during the treatment may occur with some patients. The Zoom! light generates minimal heat which is the usual source of discomfort. On rare occasions, minor tingling sensations are experienced immediately after the procedure, but always dissipate.

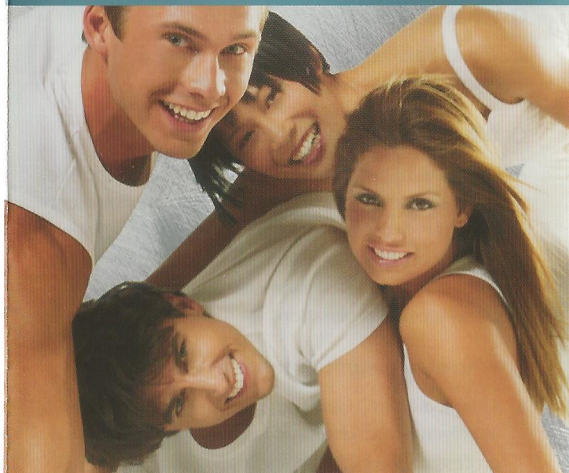


Before



After

As seen on ABC's hit Extreme Makeover



A Note of Assurance

Tooth whitening is a well established procedure in cosmetic dentistry. Hydrogen Peroxide, the active agent in Zoom!, has been safely used for many years in the treatment of gums and other oral soft tissue.

The whitening process is effective on most discolored teeth. Darker stains, such as those caused by antibiotics, are more difficult to whiten. The degree of whiteness will vary from patient to patient, depending on the structure of the teeth.

If you have any questions, please ask your dental professional. Maximize your smile using the Zoom! Whitening System.

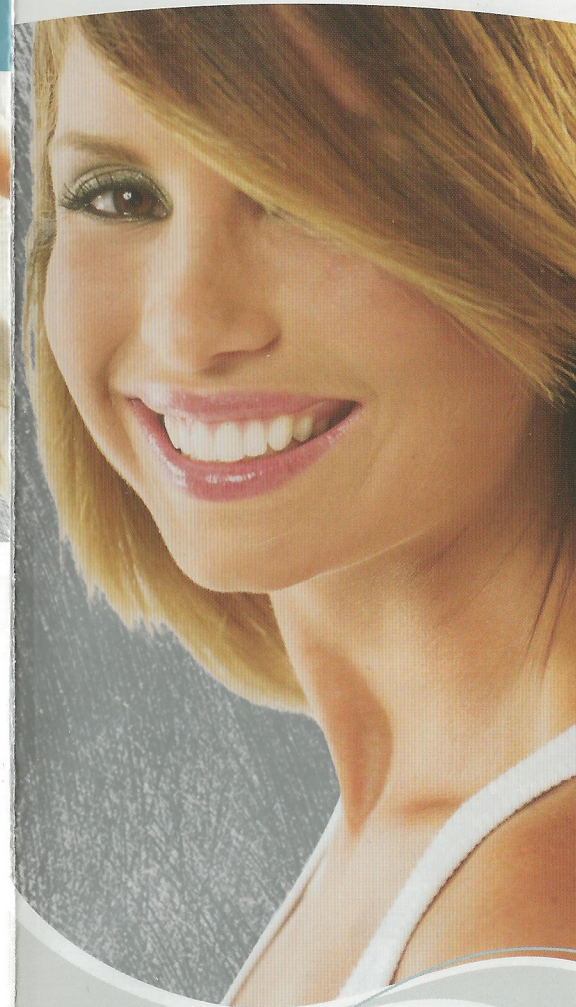
Zoom!
Professional Whitening System

800-WHITENING
www.zoomnow.com

DISCUS DENTAL

Culver City, CA 90232
19-2207A 0205
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science
of smiles.

Only from your dental professional.