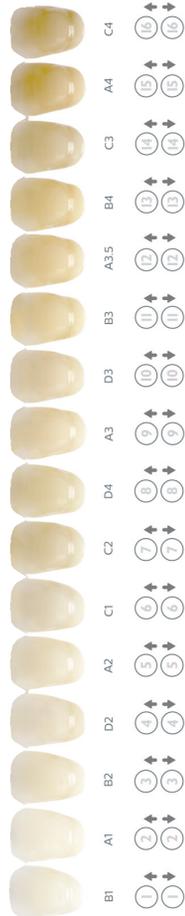


# How to use

Cut along the line, fold the shade guide and place it against your teeth. Mark where you are before starting professional whitening, and see how you progress over time. After two weeks, you should notice a significant shade improvement.



**PHILIPS  
ZOOM!**

**Shade guide**



Talk with your dental professional about how these products from Philips can help you achieve a whiter smile.



### Philips Zoom in-office whitening

Advanced blue LED light-accelerated whitening delivers teeth up to 8 shades whiter in only 60 minutes.



### Philips Zoom take-home whitening

Whiten during the day or overnight with an at-home kit customized just for you.



### Philips Zoom on-the-go pen

The click-pen applicator helps maintain the results of your whitening treatment.



### Philips Sonicare DiamondClean Smart with the All-in-One brush head

Remove up to 100% more extrinsic stains than a manual toothbrush in less than a week.



### Your personalized treatment plan

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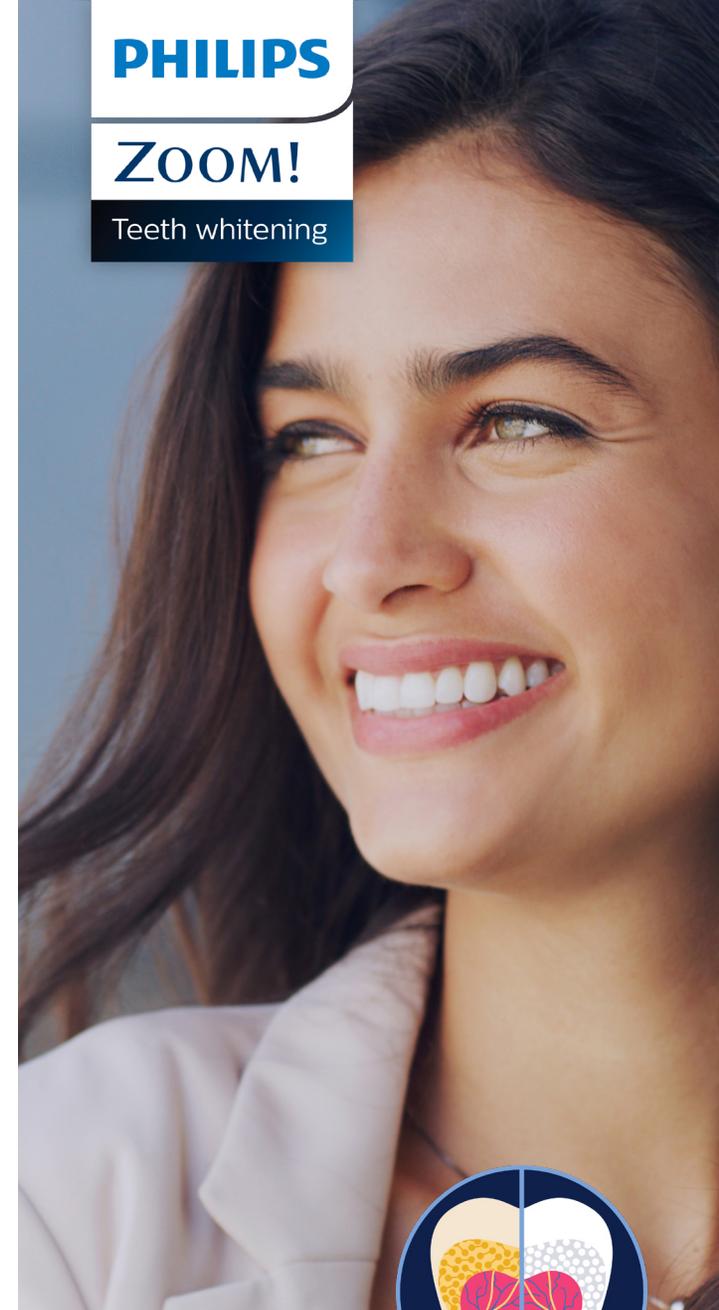


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**PHILIPS**

**ZOOM!**

Teeth whitening



At-a-glance:

A gentle and effective way to a brighter smile

# All about stains and how to treat them

## Intrinsic stains

This type of staining affects the inner layer of the teeth and most often appear on the dentin, which is the hard layer beneath the enamel.

### How to treat intrinsic stains

Use a professional-grade whitening gel from Philips Zoom that whitens the teeth gently and evenly under the enamel.



#### Causes

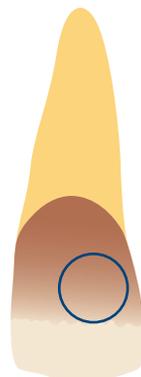
-  Medications (tetracycline)
-  Fever/illness
-  Smoking
-  Food/beverage
-  Aging

## Extrinsic stains

Also known as surface stains, they affect the tooth's enamel, or outermost layer.

### How to treat extrinsic stains

Use a Philips Sonicare power toothbrush designed for stain removal. Additionally, use a low-grade hydrogen peroxide whitening gel to help maintain a whiter smile.



#### Causes

-  Smoking
-  Food/beverage
-  Chromogenic bacteria (due to plaque buildup)

# The Zoom difference

Philips Zoom professional whitening gel provides more than teeth whitening. The unique combination of ingredients delivers a brighter, healthier smile.



**Enamel protection**



**Tooth luster**



**Reduced sensitivity**



**Stain removal**



### Rosa, 26

After two years of wearing braces, Rosa wanted to brighten her newly straightened smile.

“I’m more confident and that just feels so much better.”



### Jonathan, 28

A longtime chewing tobacco habit left Jonathan feeling self-conscious about his severely discolored teeth.

“The results I saw were immediate.”



### Allen, 71

A self-proclaimed “dentistphobe,” Allen decided on a whim to try whitening to freshen up his appearance.

“My wife said, ‘Wow, you look 10 years younger!’”



#### Her treatment

- Two weeks of Zoom NiteWhite 22% CP take-home

#### His treatment

- Zoom WhiteSpeed lamp in-office
- Two weeks of Zoom NiteWhite 16% CP take-home

#### His treatment

- Zoom WhiteSpeed lamp in-office