



Health News And Notes



Get It Right For A White Smile

(NAPSA)—Having a white, beautiful smile can be an asset both personally and professionally.

“Smiling affects not only how someone feels, but also how others perceive that person,” said Ann Demarais, Ph.D. and author of “First Impressions: What You Don’t Know About How Others See You.” “In fact, research suggests there are a number of benefits to smiling—from a mood enhancer to being more socially appealing.”

A majority of Americans agree. According to a recent survey from Harris Interactive, which was conducted to identify perceptions of smiles and teeth whitening, 89 percent of adults agree that a bright or white smile makes a good first impression.

Other findings of the survey, which was commissioned by Philips, the makers of Sonicare power toothbrushes and Zoom whitening, indicate:

- More than half (55 percent) of adults believe a person’s smile is the best physical indicator of someone’s friendliness.

- Seventy-eight percent of adults agree that a person’s smile reveals a lot about his or her character.

- More than half (53 percent) of adults say if they could enhance one thing about their smile, it would be the whiteness of their teeth, more than the straightness of their teeth or other cosmetic issues.

- Fifty-seven percent of adults don’t believe over-the-counter (OTC) teeth whitening products are as effective as professional teeth whitening.

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edged to be part of having a more beautiful smile that people can be confident showing off, many factors must be considered before whitening a smile. To ensure people are getting it right, they should first start by speaking with a dental professional to determine what is right for them and receive optimal results.

Having a dentist, hygienist or dental assistant involved in the process is the best way to ensure safe results for an optimal smile according to Dr. Bill Dorfman, one of the creators of Zoom whitening and best-selling author of “The Smile Guide” and “Billion Dollar Smile.”

“Many factors must be considered when whitening a smile, such as teeth sensitivity or medical conditions, and no one knows more about oral health than a dental professional,” said Dr. Dorfman. This is why Dr. Dorfman and Dr. Demarais are participating in a new educational campaign called Get It Right!, created to inform people of the importance of having a dental professional involved in the teeth whitening process. With the campaign, the American Dental Hygienist Association (ADHA) emphasizes the

importance of speaking with a dental hygienist or other dental professional to get advice on the best whitening options.

Teeth whitening has a long history and there are many whitening options available, from toothpastes and whitening strips to professional treatments administered by a dental professional, such as light-activated whitening conducted in the dental office.

Current teeth whitening materials are based primarily on either hydrogen peroxide or carbamide peroxide. Hydrogen peroxide is a stronger and faster whitening agent typically used for in-office whitening while carbamide peroxide is most commonly found in at-home or over-the-counter whitening products.

When applied to teeth, the peroxide breaks down and works its way into the teeth, where it becomes attached to stain particles and breaks the stains apart. With the stains removed, the teeth appear whiter and brighter. Some in-office treatments use lamps with UV or LED technology that enhance the penetration of the whitening gel into the enamel of teeth, producing whiter results at a more rapid pace.

While teeth whitening is generally safe, it is recommended that people first speak with a dental professional to advise them about whitening options, including professional treatments, to ensure safe results for an optimal smile.

For more information about Get It Right! and opportunities to get involved, including how to find a dental professional near you, visit www.getitright.info. The site also includes links to the campaign’s Facebook and YouTube pages.