

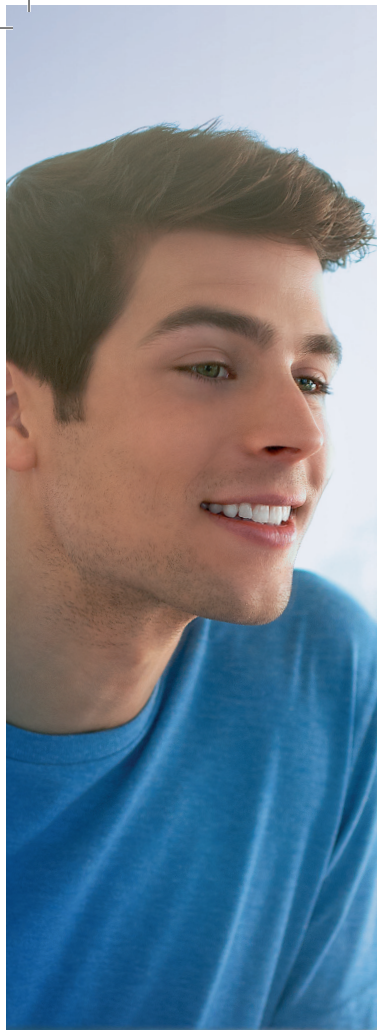


**PHILIPS**

**ZOOM!**

The safe  
way to a **whiter**  
**smile**

**Philips Zoom!**  
**Take-Home Whitening**



## The Results



See more on Instagram [#showyourshine](#)

## A healthy, white smile

Philips Zoom! whitening gel is absorbed into the tooth where it whitens from the inside by dissolving stains. As well as delivering great whitening results, our unique ACP formulation delivers the best sensitivity management and enamel protection.

## Testimonials

*“My patients only receive the best, which is why I provide them with Philips Zoom. The results are always incredible. My patients just love it.”*

– Dr. Guy Laffan, BDS, RSC, and MSc



*“I got the whitening through my dentist and I can truthfully say it has worked brilliantly. I would definitely recommend this.”*



*“I found Zoom incredibly easy to use, and didn’t experience any sensitivity at all. I love the DayWhite formulation as I could I literally whiten my teeth whilst applying my makeup.”*

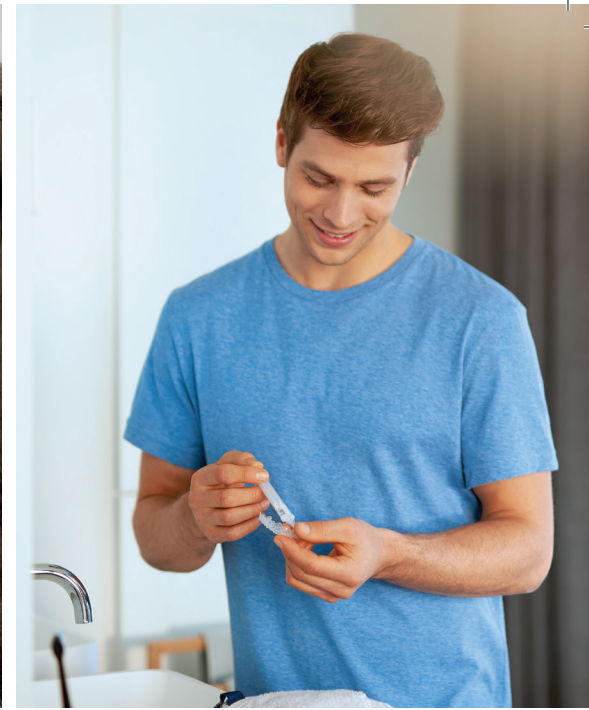
**Number 1**  
patient requested  
whitening brand



Shortlisted for  
**GQ grooming**  
**award 2020**  
– Best dental treatment



Our unique  
formula means  
little to **no sensitivity**



### Is teeth whitening safe?

- Clinical studies show whitening is safe
- All Zoom products are EU compliant



### What are the side effects?

- Tooth sensitivity is most common
- Formula concentration can be adjusted to avoid this
- Zoom contains 2 agents to reduce sensitivity: potassium nitrate and amorphous calcium phosphate (ACP)



### What causes teeth to discolour?

- Coloured foods such as coffee, tea and red wine
- Smoking
- Aging



### How do I maximise the results?

- Maintenance whitening at home
- Reduce consumption of highly coloured foods
- Zoom! includes ACP which reduces whitening fadeback

## How long does it take?

Speak to your dental professional about pricing today!

Product	Wear Time	Product Image
<p><b>Zoom!</b> 6% Hydrogen Peroxide</p>	<p>30-90 mins daily or two weeks</p>	
<p><b>Zoom!</b> 10% Carbamide Peroxide</p>	<p>Overnight (minimum 4 hours) for two weeks</p>	
<p><b>Zoom!</b> 16% Carbamide Peroxide</p>	<p>Overnight (minimum 4 hours) for two weeks</p>	

For more information on whitening please go to <https://www.philips.co.uk/c-m-pe/teeth-whitening> or scan the QR code below. Show us your before and after on Instagram **#showyourshine**



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(Royal Philips) or their respective owners.

[www.philips.co.uk/zoom](http://www.philips.co.uk/zoom)

**References:** **1.** Customer review on [philips.co.uk/zoom](http://philips.co.uk/zoom), November 2016. **2.** Customer review on [philips.co.uk/zoom](http://philips.co.uk/zoom), October 2016. **3.** Li, Lee, Cartwright, Wilson. Comparison of clinical efficacy and safety of 3 professional at-home whitening systems. *Comp Vol 24*, May 2003. **4.** M. Giniger et al. A 180-Day Clinical Investigation of the Tooth Whitening Efficacy of a Bleaching Gel with Added Amorphous Calcium Phosphate. *J. Clin. Dent.*16:11-16, 2005.