

# AT-HOME TOOTH BLEACHING, STATE-OF-ART 2001

Today clinicians can offer many options to patients desiring to lighten their teeth. This procedure can be accomplished from dentists or over-the-counter (OTC). All products currently available & tested by CRA lighten teeth (See Apr. '00 & Sep. '00) that all products lighten teeth is not surprising since all use the same hydrogen peroxide (HP) active ingredient. Differences are confused by attempts of companies to make similar products appear different. Purpose of this report is to identify the s

## 1. CRA CLINICAL & LAB TESTS ON 23 POPULAR AT-HOME BLEACHING PRODUCTS

Brand & Company (listed alphabetically)	A. Cost to dentist: - per ml * - per kit *	B. Tooth Color Change <sup>†</sup>	C. Decrease in Active Ingredient During Use \$	D. Directions Grade <sup>‡</sup>	E. Viscosity Grade <sup>‡</sup>	F. Taste Grade <sup>‡</sup>	G. User Satisfaction Survey <sup>‡</sup>	H. Total Contact Time	I. CRA Measured pH	J. Other Concen- trations Sold by Co.	K. Kit Accessories	L. OVERALL SCORE <sup>‡</sup> #	
<b>Hydrogen Peroxide (HP) 3.0-7.5% - Active Ingredient</b>													
1. <b>CREST WHITESTRIPS</b> (5.3%) Procter & Gamble Phone: (800) 543-2577 Fax: (800) 201-1840	\$2.25/ml \$20.00/kit	Shade Guide		4	4	3.3	4.0	14 hrs.	5.8	none	none	3.8	
2. <b>DAY WHITE 22</b> (7.5%) Discus Dental Phone: (310) 845-8200 Fax: (310) 845-1537	\$2.26/ml \$35.50/kit		4	4	2.2	4.0	10 hrs.	6.3	95% HP	tray case shade guide	3.5		
3. <b>DAY WHITE</b> (7.5%) Discus Dental Phone: (310) 845-8200 Fax: (310) 845-1537	\$2.26/ml \$35.50/kit		Using Vitapan 3D-Master		4	4	2.0	3.0	10 hrs.	7.5	95% HP	tray case shade guide	3.4
4. <b>PERFECTA 3/15</b> (3.0%) Premier Dental Phone: (610) 239-6000 Fax: (610) 239-6171	\$2.41/ml \$65.05/kit			4	4	2.0	3.3	21 hrs.	6.9	none	tray case toothpaste	3.2	
5. <b>PERFECTA 3/15 X STRENGTH</b> (4.5%) Premier Dental Phone: (610) 239-6000 Fax: (610) 239-6171	\$2.60/ml \$69.40/kit			4	4	2.0	3.0	21 hrs.	7.2	none	tray case toothpaste	3.2	
<b>Carbamide Peroxide (CP) 10% - Active Ingredient</b>													
6. <b>COLGATE PLATINUM DAYTIME</b> Colgate Oral Pharmaceuticals Phone: (781) 821-2880 Fax: (781) 828-7330	78c/ml \$32.50/kit	About 2 Shades		4	4	2.6	3.3	28 hrs.	5.7	none	tray case	3.6	
7. <b>COLGATE PLATINUM OVERNIGHT</b> Colgate Oral Pharmaceuticals Phone: (781) 821-2880 Fax: (781) 828-7330	\$2.23/ml \$32.50/kit		4	4	2.2	2.5	30 hrs.	5.5	none	tray case toothpaste	3.5		
8. <b>NITE WHITE EXCEL</b> Discus Dental Phone: (310) 845-8200 Fax: (310) 845-1537	\$1.84/ml \$40.50/kit	All Products Lightened Teeth		4	4	1.8	4.0	168 hrs.	6.1	16%CP 22%CP	tray case shade guide	3.2	
9. <b>NITE WHITE EXCEL 2</b> Discus Dental Phone: (310) 845-8200 Fax: (310) 845-1537	\$1.84/ml \$40.50/kit		4	4	2.8	3.0	168 hrs.	6.0	16%CP 22%CP	tray case shade guide	3.3		
10. <b>REMBRANDT X-COMFORT</b> Den-Mat Phone: (805) 922-8491 Fax: (805) 922-6933	\$1.38/ml \$25.00/kit		4	2	3.0	2.0	112 hrs.	5.7	12% CP 16% CP 22%CP 30%CP	tray case shade guide toothpaste breath drops	2.8		
11. <b>VIVASTYLE</b> Ivoclar North America Phone: (716) 691-0010 Fax: (716) 691-2285	\$3.49/ml \$46.00/kit	All Products Lightened Teeth		4	4	2.8	4.0	48 hrs.	5.4	16%CP	tray case shade guide travel pack mirror	3.5	
12. <b>ZARIS</b> 3M Dental Phone: (651) 575-5144 Fax: (651) 733-2481	\$3.54/ml \$52.08/kit		4	4	2.0	2.7	56 hrs.	5.9	16%CP	travel case	3.0		

### SUMMARY OF GRADED PORTIONS OF CHART (Shaded Columns A-H) All 23 products tested lightened teeth about

- A. **COST** varies over wide range (78c - \$3.54 per ml & \$20.00 - \$69.40 per kit). Colgate Platinum Daytime has lowest cost / ml & Crest Whitestrips has lowest cost / kit.
- B. **TOOTH COLOR CHANGE** by 23 products tested was comparable using the regimen recommended in directions for each product. Brand of bleach was not a significant variable, but patient was. Stains of age that were darker initially generally showed most change. Patients seemed to have a threshold for the amount of lightening possible quickly & easily. After that point, further lightening was possible, but it occurred more slowly.
- C. **DECREASE IN ACTIVE INGREDIENT DURING USE** was relatively rapid with all products releasing 50% of their active ingredient within 20-30 minutes after bleach was inserted into oral cavity. To gain maximum whitening, bleach needs replenishment about every 30-60 minutes.
- D. **DIRECTIONS** rated best included instructions for: dentist, tray fabrication, patient, & step-by-step pictures.