

Choosing Your Best Strategy for Teeth Whitening

If you'd like to whiten your teeth, there are many options available. Here are our thoughts on the best options currently available and a brief history of the technology. Every patient case is different, and we will be happy to discuss with you which process may be best for you.

Overview of Teeth Whitening

Modern teeth bleaching began around 1997 with the concept of using bleaching gel in custom-made trays. Since that time, commercial manufacturers of bleaching gels have developed products for over-the-counter or Internet purchase and have advertised one-hour in-office dentist supervised teeth bleaching. These options can be effective for patients, although the results are unpredictable. Sensitivity, pain, and disappointing or uneven whitening are common.

5 Strategies for Whitening Teeth

As with most purchase decisions, there are trade-offs associated with each strategy. There are four main questions to answer when deciding which strategy is best for you. (1) How white would you like your teeth to be? (2) How much time are you willing to invest in the process? (3) How sensitive are your teeth? Or, is your tolerance for pain and sensitivity high? (4) What cost is comfortable for you?

On the back of this page, you will find a chart with an overview of the options. As always, we are available to discuss these strategies with you to determine the one that will fit you best.

	Level of Whitening Possible	Time Required	Potential for Sensitivity / Pain	Typical Costs
Over-the-Counter (Crest WhiteStrips, Rembrandt, Colgate, etc.)	Modest <i>May be uneven</i>	2 – 4 weeks <i>following careful instructions</i>	Mild – Significant <i>Unpredictable</i>	\$20-50
In-Office Procedure ("Zoom" etc.)	Moderate – Significant <i>Higher levels of whitening may require multiple visits</i>	90 minutes in-office	Mild - Moderate	\$350 / session
Custom trays to be used at home	Moderate - Significant	Nightly for 14 nights	Mild Because the trays fit your mouth per	\$400 <i>custom trays and 14 day bleach supply</i>
In-office procedure PLUS custom-trays	Moderate - Significant	90 minutes in-office Nightly for 14 nights	Mild - Significant	\$680 <i>1 in-office session, custom trays, and 14 day bleach supply</i>
KOR Deep Bleaching**	Maximum	Nightly for 14 nights	None - Mild	\$1,000 <i>trays, KOR bleaching gel</i>

***The KOR System is the best option for patients with teeth that have been stubborn to whiten. Patients with deep staining may need to wear the trays for 3-6 weeks, and in very few cases, for 6-8 weeks, to achieve the maximum whitening results. The additional gel required for extensive treatment costs approximately \$300.*