



California Dental Hygienists' Association
The Voice of Dental Hygiene

For Immediate Release

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Dreaming of a Whiter Christmas and New Year for Your Teeth?

California Dental Hygienists' Association Offers Consumer Tips on Tooth Whitening Procedures

GLENDALE, Calif. (Dec. 21, 2009) – If you are thinking about giving the gift of whiter teeth this holiday season, the California Dental Hygienists' Association wants to make sure you have all the facts to become a smart shopper of this popular cosmetic process.

“Tooth whitening is more popular than ever and a lot of people are looking to improve their health and appearance in the coming year,” said Daphne Von Essen, RDH and president of the association. “But there is a dizzying array of options in the marketplace, so we want to help consumers better understand the tooth whitening process.”

This information includes the following tips and information:

- Visit your dental hygienist to make sure your teeth and mouth are healthy enough for treatment – oral health problems should be addressed before any whitening program;
- A thorough cleaning prior to the whitening will remove surface stains and deposits. The best time to start the whitening process is immediately after you have visited your registered dental hygienist;
- When exploring your options, remember that there are two different techniques: peroxide or non-peroxide-based stain removal;
- The peroxide-based treatment is the most effective because it works deep within the tooth to remove years of discoloration from stains and aging. It also whitens areas that are hard to reach with a brush;

- Tooth whitening can be accomplished either through professional whitening procedures or with over the counter products;
- A dental hygienist can perform in-office treatments that provide instant results with peroxide applications and lasers or other blue light sources;
- Your dental office can also provide you with safe and effective products to use at home. Results typically take up to several weeks;
- Over-the-counter products (OTC) – especially those advertised on television and available over the Internet – are often not reliable, safe or effective. CDHA does not recommend them.
- People who whiten their teeth may encounter tooth sensitivity; a dental professional can treat and help you manage this issue.
- Finally, make sure you obtain strategies from your dental hygienist about maintaining your new, whiter smile.

“Professional dental hygienists are highly skilled and able to advise patients on the best way to maintain their oral health and enhance a bright smile for years to come,” said Von Essen.

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The California Dental Hygienists' Association (CDHA) is the authoritative voice of the state's dental hygiene profession. The organization was established 20 years ago when two regional associations merged to form a unified professional group. CDHA represents thousands of dental hygienists throughout the state and is dedicated to expanding opportunities for the profession and access to care for all Californians. For more information, visit www.cdha.org