

COMPARISON OF WHITENING OPTIONS

	AT-HOME: TRAYS	ZOOM®	KOR - MAX	KOR - ULTRA
Who is this procedure ideal for?	Those who want a minimal financial investment.	Those who want minimal at-home responsibility.	Those who don't mind a larger financial investment in exchange for a greater level of improvement	Those who want to try for the best level of whitening possible, or have difficult conditions to treat: tetracycline staining, fluorosis, past history of whitening
What are the steps?	Use of trays at home for 2 to 3 weeks	A one hour in office appointment, followed by occasional use of trays at home	Use of trays at home for 2 weeks followed by a 1.25 hour in-office appointment	A 40 minute appointment followed by 4 to 8 weeks of tray use at home followed by a 1.25 hour in-office appointment
If color desired is not achieved, how is it handled?	Continue use of trays for a longer period of time (days to weeks)	Continue more frequent use of trays at home.	Continue use of trays and gels at home. Additional trays and gels are NOT included in the fee, but are significantly discounted, if needed.	This technique has the greatest chance of giving you the whitest shade possible. Nothing else can be done.
Are results guaranteed?	NO !!!!	NO !!!	NO !!!!	NO !!!
Are results permanent?	No.	No.	No.	No, but this technique needs minimal touch-up and maintenance.
How often are touch-ups required?	Depends on personal lifestyle and goals: a few times per month, to a few times per year.	Depends on personal lifestyle and goals: a few times per month, to a few times per year.	Depends on personal lifestyle and goals: a few times per month, to a few times per year.	Once every 4-6 months, but there is a recommended graduated process.
How are touch-ups accomplished?	Use of trays or a "whitening pen." Cost is \$35.	Use of trays or a "whitening pen." Cost is \$35.	Use of trays for one or two nights.	Use of trays for one or two nights.
If I run out of gels, how do I get more?	From the dental office, for a small fee: about \$50	From the dental office for a small fee: about \$50	From the dental office, for a small fee: about \$50	From the dental office, for a small fee: about \$50
Will all teeth lighten?	No: crowns and fillings will not lighten.	No: crowns and fillings will not lighten.	No: crowns and fillings will not lighten.	No: crowns and fillings will not lighten.
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Cost of procedure	\$350	\$399 with optional Whiten-For-Life® for \$99	\$750	\$1,150
I understand sensitivity is the largest risk. How is it handled?	Stop using the trays for one or two nights, and then resume. Desensitizers and fluoride can also be applied.	The use of desensitizers is used before, during, and after the procedure.	The use of desensitizers is used before, during, and after the procedure.	The use of desensitizers is used before, during, and after the procedure.
Comparing the four methods, which has the best chance of a fantastic result?	Good	Better	Better	Best
Where can I learn more / see actual results?	Nowhere. Sorry.	www.zoomwhitening.com	www.korwhitening.com	www.korwhitening.com

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