

## **ADA Conditions For Acceptance**

The bases for review of all toothpastes submitted to the ADA Acceptance Program are the Guidelines for Fluoride-Containing Dentifrices. These guidelines detail the testing required to demonstrate that the dentifrice is safe and effectively prevents caries. In addition to this testing, whitening toothpastes are evaluated according to the ADA Acceptance Program Guidelines for Home-Use Tooth Whitening Products. Any other therapeutic claim attributed to whitening toothpastes also must be supported with studies (for example, claims for the reduction of plaque and gingivitis or hypersensitivity should be supported by studies consistent with ADA guidelines). ADA consultants review the testing results supplied by the tooth-paste manufacturers.

## **ADA Approved Whitening Toothpaste**

Crest Extra Whitening with Tartar Protection Toothpaste  
(Received ADA Seal of Acceptance in September 1999)

Crest Multicare Whitening Toothpaste (February 2000)

Colgate Tartar Control Plus Whitening Gel (March 2000)

Aquafresh Whitening Tooth-paste (April 2000)

Colgate Total Plus Whitening Toothpaste (June 2000)

Rembrandt Whitening Toothpaste (October 2000)

## **What are in These Toothpastes**

Abrasives (to remove debris and residual stain)

Humectants (to prevent loss of water)

Thickening Agents or Binders (to stabilize tooth-paste formulations and prevent separation of liquid and solid phases)

Flavoring and Foaming Agents (a preference of consumers)

## **Therapeutic Agents**

Fluoride (Contained in all ADA-Accepted toothpastes for reducing caries)

Potassium Nitrate (To treat dentinal hypersensitivity)

Triclosan or Stannous Fluoride (To reduce gingival inflammation)

## **Other agents that may be added to toothpastes to provide esthetic benefits**

Pyrophosphates or Zinc Citrate (To prevent tartar buildup)

Various Abrasives or Enzymes (To help whiten teeth)

Toothpastes that whiten teeth work by chemically or mechanically removing stain. The outcome is stain removal without damage to the underlying tooth structure. Whitening toothpastes that remove surface stain should not be confused with bleaching agents that work by breaking down pigment to remove color from teeth.

## **Mechanism of Whitening**

Crest and Colgate whitening toothpastes are **Special Silica Abrasives** that prevent the formation of stains and remove stain from the tooth surface.

Aquafresh is **Sodium Tripolyphosphate, a Surfactant and Chelator** that is effective against calcified stain.

Rembrandt contains Citroxane, a patented formula that chemically disrupts stain through the combined action of papain, citrate and aluminum oxide. Papain is a proteolytic enzyme that is thought to whiten by dissolving the proteinaceous component of the stain. Citrate is added to enhance the activity of papain. Aluminum oxide is a mild abrasive.

All these toothpastes whiten by removing stained pellicle on the tooth surface.

## **Whitening Strips**

- A thin strip, in most cases, contains hydrogen peroxide. The strip is left on the teeth long enough for the hydrogen peroxide to penetrate the tooth enamel and oxidize the particles between the teeth that cause discoloration. This makes the particles white making the teeth appear to be white.

## **At Home Whitening Kits**

- Same idea as the Whitening Strips but a tray is made either at home (rubber mouthpiece + boiling water) or in a Lab (Tray is made from the impression of teeth). These kits usually use a gel that contains carbamide or hydrogen peroxide.

Both Strips/Home Kits can cause teeth sensitivity, minor gum irritation, and gels do not taste too good.

## **Whitening at the Dentist**

### **Two different Methods**

1. Custom Mouth Tray / Peroxide (Carbamide or Hydrogen) Gel. [Just like at home kits but it is assisted by a dentist.]
2. Laser Treatment [The Peroxide (Carbamide or Hydrogen) Gel is brushed on your teeth and then a high-intensity light is beamed on the teeth. Much quicker result than first method.]

### **Why go to the dentist?**

1. You have someone experienced guide you through the process.
2. If you need your teeth whiten in a hurry.

## **SOME POPULAR REAL WHITENING PRODUCTS**

1. Celebrity Sexy Teeth (One bottle last 30 days)  
The ingredients: Propylene Glycol, PVM/MA Copolymer, hydrogen Peroxide, flavor, Xylitol, Cetylpyridinium Chloride and Sucralose  
Uses an applicator brush, a thin layer is applied to each tooth, using an up and down motion. Then the formula dissolves and you're done.  
For fast results, should use 1 to 2 times a day. No dentist needed.
2. Brite Smile  
In office 1hr. Treatment, using a breakthrough patented blue-light technology.  
Last 20 minute can be borderline intolerable (Super Sensitive).  
Can't eat any colored food for 3-4 days after treatment.
3. GoSmile  
A brush treatment, product like Celebrity Sexy Teeth  
The ingredients: Alcohol, Povidone, Hydrogen Peroxide, Flavor
4. Zoom Whitening  
In office 1hr. treatment, that uses light and gel.  
It is stated that Zoom causes extreme tooth sensitivity for days...  
But it is the most expensive treatment for a reason... Dr. Dean offers it in his office.

## **Take-Home Whitening Kits**

1. Crest
  - a. Crest White Strips Classic (6% hydrogen peroxide, 14-day treatment)
  - b. Crest White Strips Premium (10% hydrogen peroxide, 7-day treatment)
  - c. Crest White Strips Premium Plus (10% hydrogen peroxide, and has 12 additional strips)
  - d. Crest Pro Effects (10% hydrogen peroxide, 10-day treatment).
  - e. Crest Advanced Seal (10% hydrogen peroxide, 10-day treatment)
  - f. Daily Whitening Multicare (6% hydrogen peroxide, 5-minutes/day, 6-week supply)
  - g. Daily Whitening with Tartar Protection (6% hydrogen peroxide, 5-minutes/day, has a chemical that discourages tartar from attaching to the teeth, 38 upper and lower strips)
  - h. Crest Whitestrips Supreme Professional Strength (14% hydrogen peroxide)
2. NiteWhite ACP: 10%, 16%, 22% Carbamide Peroxide & 6% Hydrogen Peroxide
3. DayWhite ACP: 7.5%, 9.5% Hydrogen Peroxide & 38% Carbamide Peroxide
4. Zoom Take-Home: Zoom Weekender (6% Hydrogen Peroxide, Potassium Nitrate and Fluoride), Zoom Whitening Pens ( 5.25 Hydrogen Peroxide, Touch-Up Pen, Whitening on the go)
5. Remedent Iwhite Light Activated Teeth Whitening Kit: Glycerine, Hydrogen Peroxide, Aqua, Edta, Aroma, Sodium Citrate, Sodium Hydroxide
6. Hollywood Smiles Plasma Light Teeth Whitening System
7. Smile Bright Teeth Whitening Kit w/ Blue Light Technology for Treatment:  
HYDRROGEN PEROXIDE
8. GO SMiLE Smile Whitening System: Alcohol, PVP, Hydrogen Peroxide, Flavor
9. Luster 1 Hour White Tooth Whitening
  - a. Accelerator Mouth Rinse: Purified Water, Glycerin, Polysorbate 20, Sodium Bicarbonate, Mentha Piperita (Peppermint) Oil, Aspartame, Benzalkonium Chloride, Alcohol, Sodium Carbonate, Phenylketonurics: Contains Phenylalanine.
  - b. Super Whitening Gel: Alcohol, Methyl Hydrogenated Rosinate, Urea Hydrogen Peroxide, Zinc Oxide, Hydroxypropylcellulose, Mentha Piperita (Peppermint) Oil, Menthol, Aspartame, Phenylketonurics: Contains Phenylalanine.
10. 2-Watts Power White Professional Teeth Whitening Kits with New FCP Remineralizing Gels: FCP - This optimized formula includes Fluoride for prevention of cavities in addition to Calcium and Phosphate which are 2 required minerals in healthy teeth. This formula will not be washed away like other CP formulas. No fillers in our 35% (Citrus), 22% (Peppermint), and 36% (Mint) Carbamide Peroxide or Remineralizing Gel.
11. Rembrandt 2-Hour Whitening Kit: Water, Glycerin, Hydrogen Peroxide, Peg-40 Hydrogenated Castor Oil, Carbomer, Aroma (Flavor), Potassium Hydroxide, Menthol, Calcium Disodium Edta, Sodium Saccharin.
12. Opalescence 10%, 10%PF, 15%PF, 20%PF, and 35%PF Carbamide peroxide.

13. Aquafresh White Trays: Glycerin, Purified Water, Hydrogen Peroxide, Colloidal Silicon Dioxide, Carbomer, Polyvinyl Pyrrolidone, Potassium Hydroxide, Potassium Phosphate, Flavor, Sucralose, Citric Acid, Disodium Edetate, Sodium Lauryl Sulfate.
14. Listerine Whitening Quick Dissolving Strips, Clean Mint Flavor
15. Natural White 5-Minute Tooth Whitening System Non-Peroxide Formula
  - a. Accelerator: Water, Sodium Chlorite
  - b. Whitening Gel: Water, Glycerin, Carbomer 974P, Polysorbate 20, Citric Acid, Sodium Hydroxide. Flavor, Methylparaben.
  - c. Whitening Toothpaste: Water, Hydrated Silica, Glycerin, Sorbitol, Pentasodium Triphosphate, PVP, Titanium Dioxide, Flavor, Cellulose Gum, Sodium Lauryl Sulfate, Sodium Methyl Cocoyl Taurate, Sodium Benzoate, Sodium Saccharin, Sodium Hydroxide, FD&C Blue #1.
16. Plus White Whitening and Brightening System 1 set
  - a. Pre-Whitener Rinse: Water, Glycerin, Polysorbate 80, Sodium Benzoate, Flavor, Sodium Saccharin, Methyl Salicylate, Citric Acid, Blue 1.
  - b. 5 Minute Speed Whitening Gel: Water, Poloxamer 407, Glycerin, Hydrogen Peroxide, Methyl Salicylate, Sodium Saccharin, Phosphoric Acid