

# Cosmetic Dentistry

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## INTRINSIC STAINS

Stains beneath the tooth enamel are known as **intrinsic stains**. This type of staining is commonly caused by:

- Aging
- Defects within the tooth
- Use of certain antibiotics during tooth development
- Smoking

Also, your diet can affect the brightness of your smile. The following foods and beverages often contribute to tooth stains on or beneath tooth enamel:

- Tobacco products
- Coffee
- Tea
- Red wine
- Colored juices
- Curry
- Soy
- Cola drinks
- Minerals in well water

## WHITENING OPTIONS

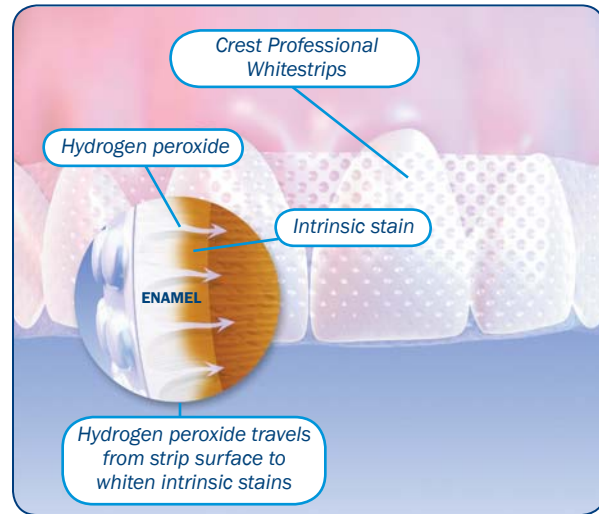
If you are concerned about the color of your teeth, ask your dentist or hygienist about various options for tooth whitening, including:



## CREST PROFESSIONAL WHITESTRIPS

Whitening Technology that gives you noticeably whiter teeth

- Crest® Whitestrips contain hydrogen peroxide, which gets at stains beneath the tooth surface
- Thin, clear, flexible strips adhere directly to teeth
- Just 30 minutes, twice a day for 3 weeks



Color improvement over 21 days' use



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P&G Professional Oral Health

**KEEPING TEETH WHITE**



After any whitening procedure, daily care is key in keeping teeth bright. Brushing with a whitening toothpaste like Crest® Vivid White will help to maintain whiter teeth and ensure good oral health. Sodium hexametaphosphate, a key ingredient in Crest Vivid White, provides stain removal and protection benefits.



**POWERFUL WHITENING**



**WHITENING PROTECTION**

Ask your dental professional how these Crest products can help you:

- Crest Whitestrips Supreme
- Crest Vivid White

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