



blanche

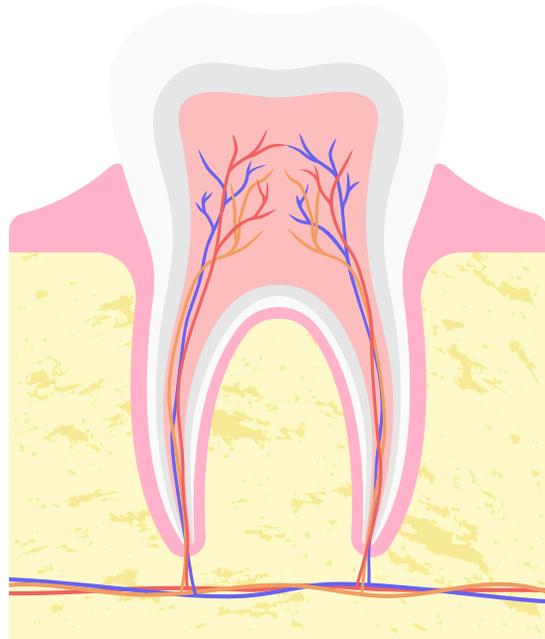
SMILE WHITENING MANUAL

CHAPTER 1:

Dental Terms

ENAMEL

- The outermost layer of the crown of the tooth.
- Enamel is considered a hard tissue, this hard tissue is what covers the anatomical crown. Enamel is a crystalline material that is the hardest mineralized tissue in the human body. It is made up of mainly calcium hydroxyapatite. Enamel influences the whiteness of a healthy smile. Enamel alone is translucent but can appear various shades based on the underlying dentin.
- Clients with sensitivity to hot and cold usually have a thinner enamel, asking your client if he or she experiences sensitivity towards hot or cold will determine if they'll be more sensitive during the whitening procedure. Keep in mind, it is common for everyone to experience some sensitivity to hot and cold, I recommend having clients rate their sensitivity, 10 being severe, 1 being a mild sensitivity.
- Using sensodyne toothpaste will help to decrease sensitivity both prior to and after the whitening service.
- There is no way to build up enamel, general wear and tear will gradually decrease the thickness of the enamel, this wear and tear includes teeth grinding, exposure to acidic substances, heavy consumption of

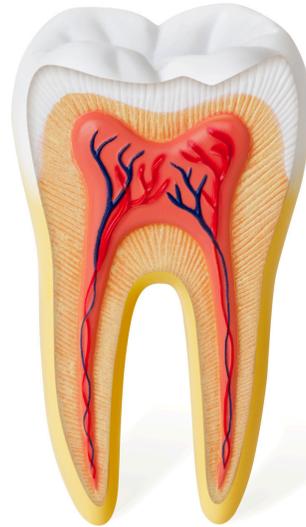


coffee, cigarette use, as well as genetics, some people are simply born with thin enamel. Patients with a “grey” color to their teeth suffer from a thin enamel, patients with a blue or black tinge are experiencing an infection or “death” of a particular tooth, it’s important to know that these individuals are not candidates for the teeth whitening service, the whitening gel will not whiten these imperfections.



DENTIN

- The second layer of the tooth.
- Calcified tissue that is covered by the enamel. Yellow in appearance which can greatly affect the color of the tooth due to the translucency of enamel. Dentin is sensitive so if there is exposure, sensitivity will occur, especially during the whitening procedure, be sure to assess the teeth before the procedure. Recession is an example of exposed dentin.



PULP

- The pulp is the nerve of the tooth, the innermost tissue of the tooth. The pulp is involved in the support, maintenance and continued formation of the dentin.

DENTIN TUBES

- Microscopic tubules that run from the underside of the enamel surface to the inside of the tooth, called the PULP (nerve)
- During the process of whitening these tubules open up. In order to close these tubules again and prevent future sensitivity it is important to use a toothpaste for sensitivity (sensodyne or colgate relief), recommend your clients purchase one of these products to decrease sensitivity after the whitening procedure. Any toothpaste with potassium

ATTRITION

- Dental attrition is caused by tooth to tooth contact forming acquired wear facets upon pristine enamel, whereas abrasion is caused by food and foreign body contact (e.g., tooth brushing) that may obliterate attrition wear patterns.
- Caused by tooth to tooth contact such as clenching or grinding the teeth
- Enamel and dentin wear at the same rate

ABRASION

- Dental abrasion occurs when the tooth's surface has suffered an abnormal amount of wear from an external force such as a tooth brush. It typically shows up in a v shaped formation close to the gum line.
- Loss through friction from a combination of tooth brushing and abrasive in toothpaste.
- Will appear more wide than deep in appearance.

EROSION

- Dental erosion is the loss of the surface of your teeth due to acids you eat or drink, or acids coming up from your stomach. These acids can wash away the hard substance that makes up your teeth, leading to tooth surface loss.
- Individuals with tooth erosion will have pulp exposure and loss of enamel, leading to an increase in sensitivity and translucency on the edge of the tooth/teeth.

CARIES

- Dental caries develop when bacteria in the mouth metabolize sugars producing an acid that demineralizes the hard tissues of the teeth (enamel and dentine).
- Dental caries can affect all surfaces of the tooth.

ABFRACTION

- Abfraction • Abfraction is a type of tooth damage near the gumline. It doesn't have only one cause, but generally misalignment, grinding of the teeth, or erosion play a part.

RECESSION

- Soft tissue loss
- When the gingival margin of the tooth is no longer sitting above the enamel and dentin is exposed, these areas of the tooth/teeth can not be whiten.



ATTRITION



ABRASION



ABFRACTION



CARIES



EROSION



RECESSION

CHAPTER 2:

Stains

EXTRINSIC

Surface Stains

- Caused by coffee, red wine, smoking, diet and poor oral hygiene habits
- All extrinsic (surface stains) that sit on the enamel can be removed



INTRINSIC

Internal Stains

- Intrinsic tooth stains are more permanent in nature than extrinsic stains. This type of discoloration can be caused by an oral injury, the use of certain types of medications (particularly tetracycline), or overexposure to fluoride.
- Intrinsic tooth stains do not respond to teeth whitening the same way extrinsic stains will.



CHAPTER 3:

Types of Peroxides/ Different Whitening Methods

HYDROGEN PEROXIDE

- Active up to 90 minutes (meaning the solution will continue whitening for up to 90 minutes once applied)
- 50% released in the first 30 minutes
- Hydrogen Peroxide is known to cause irritation/ discomfort during and after the whitening procedure



CARBAMIDE PEROXIDE

- Active up to 8 hours (meaning the solution will continue whitening for up to 8 hours once applied)
- 50% released in 2 hours
- Carbamide Peroxide is less potent than hydrogen peroxide therefore whitening results take longer

ADVANCED HYBRID PEROXIDE (OUR GEL)

- 35% HP + 3% KNO₃
- 25% HP + 3% KNO₃
- 6% HP + 35% CP + 3% KNO₃ (used for clients with extreme sensitivity)

9.5% HP = 26% CP
12% HP = 35% CP

Simply take % HP and multiply by 2.8 to get your CP %

KNO₃ = POTASSIUM NITRATE

- Potassium nitrate is added to hydrogen peroxide solutions to help reduce irritation caused during the whitening procedure

DESENSITIZING GEL

- Desensitizing gel is applied to the clients teeth prior to the whitening procedure.
- Simply dry the teeth, apply the desensitizing gel and wait 15 minutes, no light required.
- Please note this step only needs to be preformed once at the beginning of the service.

GUM PROTECTANT

- Gum protectant is applied to the outline of the teeth, protecting the gums from exposure to the hydrogen peroxide.
- When applying the whitening gel its crucial to ensure the solution is not applied onto the gums, gum protectant ensures this.
- Gum protectant should be applied prior to the application of the whitening gel.

Different Whitening Methods

Over the Counter

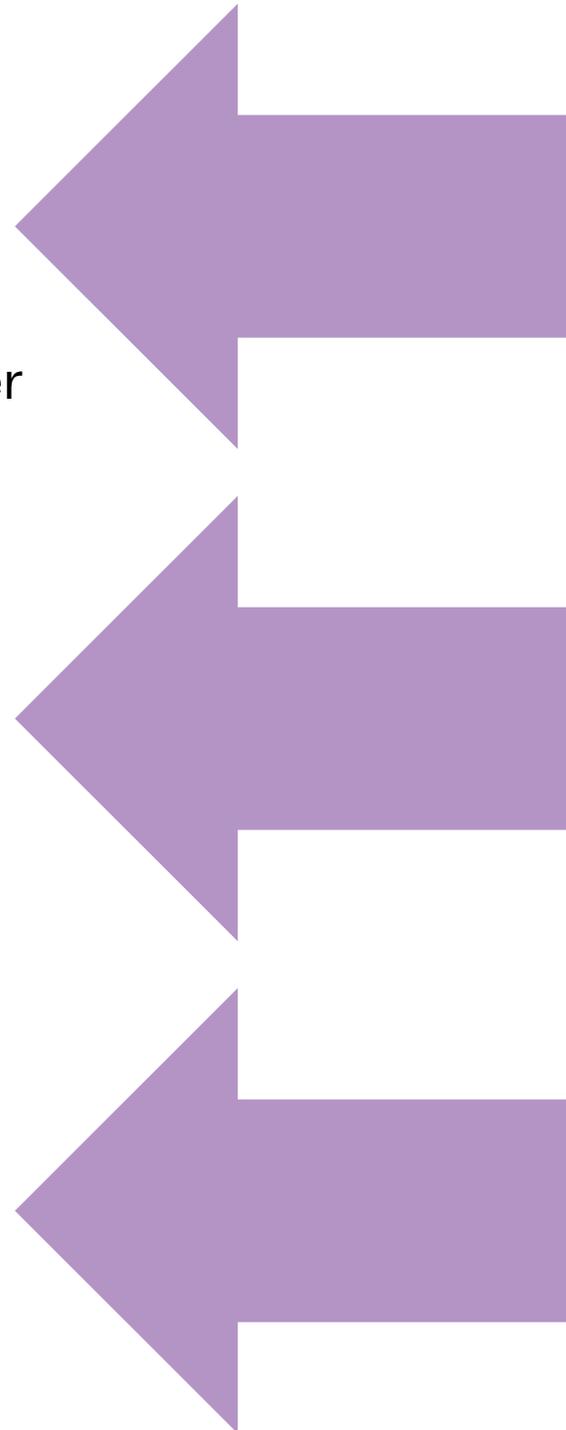
- Time consuming
- Product can cause gingiva
- Can cause sensitivity due to over exposure

In Office

- High percentage of HP used
- Can cause chronic sensitivity
- Expensive

Blanche Teeth Whitening Academy Method

- Affordable
- Less sensitivity
- Safe percentage of HP



CHAPTER 4:

Safety & Infection Control

SAFETY

- Client must wear safety glasses at all times
- Advise not to swallow gel
- Protect lips (keep out of the way) apply vitamin E or Vaseline
- Make sure peroxide does not touch gingiva (gums) or any soft tissue, if so, remove promptly.

INFECTION CONTROL

- Extremely important to wear a mask and gloves during whitening procedures
- Change gloves regularly • Be mindful of not touching anything CLEAN with dirty gloves on
- Wash hands before gloves are applied
- Disinfect surfaces
- All supplies are one time use, excluding your whitening device, this device needs to be sterilized after every use
- Everyone is to be treated with universal precautions, treat everyone as if they have HIV/ HEP that way you'll not miss anything during disinfecting your items and area. Many people do not disclose if they're carriers of any disease or virus.

CHAPTER 5:

Consultations

QUESTIONS YOU WANT TO ASK YOUR CLIENTS BEFORE STARTING THE TREATMENT:

- 1. Have you ever whitened your teeth before?**
- 2. Are you currently on any medications? Pay attention to client on medications to treat photosensitivity particularly tetracycline**
- 3. Are your teeth sensitive or have you ever experienced tooth sensitivity?**
- 4. What are your expectations with the whitening procedure?**
- 5. Do you consume coffee, red wine or acidic substances on a regular basis?**

ADVISE YOUR CLIENT ON WHAT TO EXPECT DURING THEIR WHITENING PROCEDURE

- Sensitivity is possible but tolerable, sensitivity will last 24-48 hours. Avoid hot and cold drinks during this time, using toothpaste such as sensodyne will help to decrease any irritation, sensodyne can be used longterm.**
- During the procedure it is normal to feel a “zing” or “sting” this irritation will be tolerable**
- Fluorosis spots, white calcified spots may appear more noticeable. During the whitening process the tooth dehydrates, which can cause those white spots to be more noticeable, this will go away within an hour once teeth rehydrate and remineralize with saliva.**

CHAPTER 6:

Contraindications & Side Effects

CONTRAINDICATIONS

- Pregnancy and breastfeeding
- Allergy to any ingredients
- Severe recession
- Extreme sensitivity
- Children under 16
- Large defective restorations (see information to follow)
- Medications that cause photosensitivity or hyper- pigmentation

IF CLIENTS ARE ON ANY OF THESE MEDICATIONS LED LIGHT CANNOT BE USED:

- Medications for acne
- Antidepressants
- Antipsychotic
- Diuretics
- Hypoglycaemic
- NSAIDs (non steroid anti inflammatory drugs)

SIDE EFFECTS

Short term side effects during whitening treatment are usually minimal and dissipate during or shortly after the treatment these include:

- Mild tooth sensitivity
- Gingival irritation (burning gums, usually dissipates with 5 to 10 minutes, ensure no “solution” is touching the gums)
- Occasional sore throat
- Tooth pain
- Tingly tissue
- Headaches
- Can decrease enamel thickness

Long term side effects are always due to misuse or overuse of whitening products.

After initial treatment, client can return for additional treatment 6 weeks after first visit, from there every 4 to 6 months.

SIDE EFFECTS ON RESTORATIONS

No affects on porcelain/ ceramic material such as crowns and veneers

- Amalgam fillings have no contraindications to whitening treatments
- Tooth coloured restorations will not change colour (cosmetic bonding)
- Avoid wasting gel on porcelain/ ceramic materials this includes bridge, crowns, veneers or implants

CHAPTER 7: **Your Device**

Please review the instruction manual included with your device for easy set up and operation of the device. If you have any questions please contact customerservice@blanchesmile.com.

- **Cool blue LED light with timer**
- **Flexible neck for precise positioning**
- **Clear time**
- **Remote allows you to control whitening session time without having to reach over the client pr to move the light**
- **Lightweight**
- **Has fan to prevent overheating**
- **The latest LED technology with tooth whitening accelerator combined with infrared light emission, wider spectrum of curing efficiency can be offered giving teeth whitening more care and better results**
- **The light activates the whitening gel and oxides the pigment of the teeth through the dentin tubes in the shortest time, discolouring the teeth to sparkly white both externally and internally.**
- **Broad spectrum 460nm (blue), 490nm (red/ blue), 620nm (red)**
- **Power 110/250 volt**

CHAPTER 8:

Whitening Procedure

How It Works

The dentin is made up of double carbon bonds which absorb light. The chromosphere during the whitening procedure is broken, creating single carbon bonds, reflecting light making the tooth appear lighter. Whitening gel diffuses in the dentin which whitens the entire tooth. Blue light provides more energy to break down the carbon bonds faster this is why using the blue light helps with the whitening process, it accelerates the chemical reaction and activates the gel during the process

CONCENTRATION + CONTACT TIME = EFFECTIVE RESULTS

With speed comes increased sensitivity, the faster the process the more sensitive the client is likely to be.

1. Go over the consent form with the client and have them sign it
2. Ask questions (medical history, medications, allergies, pregnant, nursing etc)
3. Take shade
4. Apply vitamin E / Vaseline on lips
5. Place cheek retractors / Take shade again
6. Take before picture
7. Dry teeth surface with gauze
8. Apply desensitizing gel to teeth, wait 15 minutes then remove product, no light is required during this step.
9. Apply gum protectant (as needed)

10. Apply advanced hybrid gel from premolar to premolar, do not touch the gums with the peroxide gel.

11. Turn on LED cold blue light, the setting is to be at 100%, perform 3, 10 minute sessions. Light is placed directly in front of the client's exposed teeth

12. Once the first session is over, remove gel with gauze

13. Repeat steps 4, 10 + 11

14. Once the second session is over, remove gel with gauze

15. Repeat steps 4, 10 + 11

16. When done the third session, remove the gel with gauze, remove the cheek retractor

17. Rinse well with luke warm water

18. Take after photo

19. Give post instructions to client

Tip: 4 sessions can be completed if no irritation is present, do not exceed 4 sessions in one sitting.

Tip: Please refer to Blanche Academy teeth whitening videos for step by step instruction of procedure.

Tip: Client can return for follow up procedure 6 weeks after initial visit.

CHAPTER 9:

FAQS / Post Care

Frequently Asked Questions

- 1. What are the ingredients?**
- 2. How long will it last?**
- 3. Can I whiten crowns, veneers or implants?**
- 4. How often can I come for whitening treatments?**
- 5. What toothpaste should I use?**
- 6. Will I be sensitive?**
- 7. How soon after I remove my braces can I whiten my teeth?**
- 8. Can I whiten my teeth while pregnant or breastfeeding?**

POST CARE

How to maintain your Blanche Smile

Avoid eating or drinking anything but water for up to 60 minutes after your treatment. Keep in mind drinks like coffee, teas and wine will stain your teeth, try to limit these beverages along with acidic food/ drinks to better help maintain your smile.

What to avoid for the next 24 to 48 hours

- Coffee & Tea
- Coke
- Grape Juice
- Wine
- Berries
- Tomato
- Chocolate
- Curry
- Beets
- Smoking

It is very important to have good oral hygiene, we highly recommend brushing 2 times a day with an electric toothbrush and flossing once a day to prevent any gum disease and also help you maintain your BLANCHE SMILE. Depending on your diet habits a touch up session is recommend every 4 to 6 months. Using a sensitive toothpaste such as Sensodyne prevents you from experiencing sensitivity, you can continue using a whitening toothpaste but not as your daily toothpaste. If you have any questions please don't hesitate to reach out to our customer care team at customerservice@blanchesmile.com

CHAPTER 10:

Pricing & Business Development

The following are pricing examples, based on your location, experience and the booking size, pricing will vary.

Pricing Examples

- \$140 (1 hour sessions/ 3- 10 minute sessions)
- \$85 (Touch up session/ 1-10 minute session, can be preformed & weeks after initial service, please expect clients to have more irritation during touch up services)

Group Pricing Examples

- 2 people – \$130 each
- 3 or more people – \$120 each

Mobile Service

- \$160- \$210 depending on area

Social Media

- Use social media to promote your services (example Instagram, TikTok, Facebook, run giveaways, offer discounts etc)
- Very important to ask for reviews, client testimonials etc.
- Word of mouth, always ask customers how they heard about you and ensure you're rewarding referrals



Buisness Development

Hire a designer to make your logo, business card design and website. Appearing professional and ensuring your branding is on point is imperative in the success of the business, invest in these areas for long term support!

CHAPTER 11:

Waiver/ Intake Forms

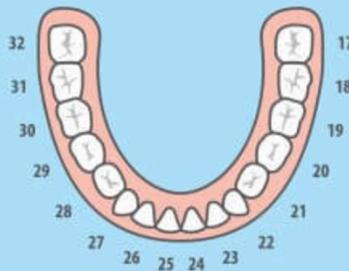
TOOTH CHART

1. 3rd Molar (wisdom tooth)
2. 2nd Molar (12-yr molar)
3. 1st Molar (6-yr molar)
4. 2nd Bicuspid (2nd premolar)
5. 1st Bicuspid (1st premolar)
6. Cuspid (canine/eye tooth)
7. Lateral incisor
8. Central incisor



9. Central incisor
10. Lateral incisor
11. Cuspid (canine/eye tooth)
12. 1st Bicuspid (1st premolar)
13. 2nd Bicuspid (2nd premolar)
14. 1st Molar (6-yr molar)
15. 2nd Molar (12-yr molar)
16. 3rd Molar (wisdom tooth)

25. Central incisor
26. Lateral incisor
27. Cuspid (canine/eye tooth)
28. 1st Bicuspid (1st premolar)
29. 2nd Bicuspid (2nd premolar)
30. 1st Molar (6-yr molar)
31. 2nd Molar (12-yr molar)
32. 3rd Molar (wisdom tooth)



17. 3rd Molar (wisdom tooth)
18. 2nd Molar (12-yr molar)
19. 1st Molar (6-yr molar)
20. 2nd Bicuspid (2nd premolar)
21. 1st Bicuspid (1st premolar)
22. Cuspid (canine/eye tooth)
23. Lateral incisor
24. Central incisor

TEETH WHITENING Consultation Form

PERSONAL INFORMATION

Name _____ Date _____

Date of birth _____ Age _____ Female Male NB

Address _____

City _____ State _____ ZIP Code _____

E-mail _____ Phone _____

Emergency Contact: _____ Phone _____

Would you like to be added to our email list for news and exclusive offers? YES NO

DENTAL HISTORY

Have you had professional teeth whitening before? No Yes

If yes, when was your last teeth whitening treatment? _____

Do you have any crowns, bridgers, veneers, or fillings? No Yes

If yes, please state where _____

MEDICAL HISTORY

Are you currently under the care of a physician? No Yes

If yes, please specify the condition: _____

List any medications you are currently taking: _____

Are you allergic to any medications or substances? No Yes

If yes, please list them: _____

Do you have a history of any of the following? (Please check all that apply)

- Gum Disease Receding Gums Any other problems:_____
- Tooth Sensitivity Allergies to Peroxide (used in some whitening agents)

Do you use tobacco products? No Yes

Do you regularly consume coffee, tea, wine, or other staining beverages? No Yes

How would you rate your daily oral hygiene routine? Excellent Good Fair Poor

What are your expectations for teeth whitening? _____

Are you aware of the risks and potential side effects associated with teeth whitening?

No Yes

How did you hear about our teeth whitening services? _____

I hereby provide consent to [Dental Practice Name] to perform a teeth whitening procedure. I understand that the results of teeth whitening vary for each individual and are not guaranteed. I have accurately completed this form to the best of my knowledge and have had the opportunity to ask any questions regarding the teeth whitening process. I understand the recommended guidelines for post-whitening care to ensure the best possible results.

Patient Printed Name _____

Patient Signature _____ Date _____

FOR OFFICE USE ONLY

Reviewed by: _____ Date _____

Comments: _____

Appointment Scheduled: Date _____ Time _____ Staff Initials _____

TEETH WHITENING Client Consent Form

PROCEDURE DESCRIPTION Teeth whitening (bleaching) is a process of lightening the color of teeth using a chemical agent that breaks down stains. The degree of whitening will vary from patient to patient, depending on the structure of the teeth, the number of applications, and/or the duration of time that the system is used. **POTENTIAL RISKS AND COMPLICATIONS**

- 1. **Tooth Sensitivity:** Some patients may experience tooth sensitivity during the treatment. The sensitivity is usually transient and subsides after the completion of the treatment.
- 2. **Gum Irritation:** Whitening can cause temporary irritation of gums or soft tissues in the mouth, particularly if higher concentrations of the whitening agent are used.
- 3. **Variations in Color Uniformity:** Pre-existing dental work such as crowns or veneers will not bleach and therefore may need to be replaced to match the new tooth shade.
- 4. **Incomplete Whitening:** Teeth with multiple colorations, bands, or spots due to tetracycline use or fluorosis may not achieve a uniform color change.
- 5. **Relapse:** After a period (usually 1-3 years), the teeth may darken again. Maintenance treatments can be necessary to retain the color achieved.
- 6. **Throat Irritation or Nausea:** Accidental ingestion of the whitening gel may lead to throat irritation or nausea.

CONSENT AND LIABILITY RELEASE I have requested and consent to receive a teeth whitening treatment. I understand the procedure and accept the potential risks and complications of the teeth whitening treatment as described above. I understand that the practice of dentistry is not an exact science and that no guarantees can be made or assumed about the results of the procedure. I acknowledge that I am responsible for following the post-care instructions provided by my dentist, and that the success of my treatment depends on my compliance with those instructions. I agree to assume the risks associated with the teeth whitening treatment, including but not limited to the risks described above and any other risks not discussed during our consultation. I do not hold [Your Dental Practice Name], its dentists, hygienists, or any other staff members liable for any complications that may occur during or following the teeth whitening procedure.

By signing this form, I am freely giving my consent to allow and authorize [Dentist’s Name] and/or associated dental staff to perform the teeth whitening treatment.

Patient Signature: _____ Date _____

Dentist/Whitening Specialist: _____ Date _____