



# TOOTH FAIRY TOOTH WHITENING

## Thank you for purchasing our Tooth Fairy Tooth Whitening System.

Our products are produced by a dental professional who has been retailing Tooth Crystals in the professional beauty and hair market for many years. Our instructions will provide the information you will need to provide your customer with a high quality Tooth Whitening treatment.

### Important Facts

Tooth Whitening improves the colour of a tooth only if the tooth is natural. If dental work has been performed by a dentist, the existing dental work will not change colour. The tooth colour may improve slightly if there is existing stain on the dental work but whitening gel is only really effective on natural teeth. This information is only important if a client's dental work is visible in the front part of their smile (smile zone). Tooth Whitening does not damage any dental work.

There is a myth about tooth whitening. The tooth whitening treatment does not damage the tooth structure and to prove that Americans and Canadians have been whitening their teeth for many years. The treatment must be done with a product that is safe and effective which Tooth Fairy has produced.

The process of Tooth Whitening is simple. Tooth Whitening is similar to a skin facial except the treatment is a facial for the teeth. All teeth have pores just as skin does and over time the pores in one's teeth become clogged with stain. Stain is caused from red wine, smoking, coffee, tea and just day to day living which make teeth appear yellow in colour. Once a client has the whitening gel on their teeth, the gel instantly starts to remove the built up stain within the pores making the teeth whiter. The client must understand Tooth Whitening is not magic and the tooth can only improve so many colour shades from the tooth's initial colour.

### Important Information before the Treatment

There are contraindications for using Tooth Whitening products. If someone is pregnant, has extreme periodontal disease or has any allergies to the contents of the gel or products do not use Tooth Whitening products on that client. Many people are allergic to latex, so be certain your client not allergic to latex gloves, if yes then use vinyl.

Tooth Whitening should not be used on people with dental braces or a Tooth Crystal. The Tooth Whitening gel will not flow beneath these objects. Once the object is removed there will be a darker shade on the tooth where the object once was if a tooth whitening treatment is performed.

Tooth Fairy recommends not using Tooth Whitening products on a client under the age of 12.

You should consult your dentist if irritation (such as redness, swelling and soreness) of the gums or the mouth occurs.

Keep out of reach of children.

Rinse eyes thoroughly with water, if gel comes in contact with them. Gel that comes into contact with the skin can cause temporary skin irritation and/or whitening. Wash hands with soap and water after usage.

Not to be swallowed in excessive amounts. To avoid swallowing large amounts of gel have your client sit for the treatment or recline only slightly. Avoid direct contact of the active surface of the tooth whitening product with the gums or salivary flow.

### 2 Different Methods – When to use each Method?

There are two methods of Tooth Whitening Kits produced by Tooth Fairy.

Method 1 is chosen if the teeth are without extensive dental work in the smile zone. This method will increase the whiteness 3 to 7 tooth colour shades.

Method 2 is chosen if the smile zone has caps/crowns/dental porcelain or dental fillings, a strong gag reflex, extremely yellow teeth or if the whitening tray does not fit properly. This method increases the whiteness 4 to 8 tooth colour shades. The LED light is shining directly onto the teeth when using Method 2 producing whiter results.

### Recommended Treatment Prices

Charge the client between £70-150, €70-150, CHF 120- 250 for one complete session. The higher end price is for Method 2 since the treatment involves more technician application time.

### Advertising Material

From our website you are able to download after care, a before and after photo template, a client history, customer appreciation cards, pictures, logos and leaflets to help you market your new Tooth Whitening treatment.



### Tooth Whitening Starter Kit

In your Tooth Whitening Starter Kit you are provided with the following:

- 1 LED lamp with a remote control and timer
- 2 LED protective safety glasses
- 20 Light shields
- 1 Poster A2
- 3 A4 Flyers
- 50 Client leaflets
- 2 Bib holders
- 1 Tooth colour shade guide
- 20 Method One Tooth Whitening Kits
- 5 Method Two Tooth Whitening Kit
- Instructions
- Certificate

### Items not in your Tooth Whitening Starter Kit

Items not in your Tooth Whitening Starter Kit which you will need:

- Petroleum Jelly
- Dappen glass
- Spitting bowl
- Sterilizer
- Gloves
- Tissue
- Glass with water
- Mirror
- Place to work-paper towel, tray, sterile counter space

### Two Tooth Whitening Methods

In your Starter Set there are 20 Kits from Method 1 and 5 Kits from Method 2.

#### Method 1 Kit contains:

- 1 Whitening gel tube (10ml)
- 2 Whitening trays
- 1 Cotton applicator
- 1 Bib
- 1 Colour shade guide
- Instructions

#### Method 2 Kit contains:

- 1 Cheek Retractor
- 1 Tooth Whitening Pen
- 6 Cotton pieces
- 1 Cotton applicator
- 1 Bib
- 1 Colour shade guide
- Instructions

## The Process

### Booking the appointment

Tooth Fairy recommends booking one hour per Tooth Whitening treatment. On the telephone ask your client if they are pregnant since that is a contraindication for the treatment. Ask your client if dental work exists on their front teeth. You can explain in advance the tooth whitening gel only whitens natural teeth but may improve the whiteness of existing dental work. Offer free consultations explaining how Tooth Whitening functions and how their smile will improve. Tooth Whitening is new concept therefore offering free consultations provides valuable information to your client.

### Client History

Upon arrival the client completes the client history. The client history contains important questions and information you will need to provide a safe and effective Tooth Whitening treatment. Review your client's history for questions answered which may put your client at risk. Question your client about any answers that you are unsure of. Within your Starter Set there is a client history and for more copies it is available for downloading on [www.toothfairy.ch](http://www.toothfairy.ch)

### Assessment

Put on gloves to look into your client's mouth. **If visible caries/holes exist a dental visit is required before a tooth whitening treatment.** On the front of the bottom teeth, if there is visible calculus/tarter then you should recommend to the client to have a tooth cleaning before your treatment. If the calculus/tarter is on the back of the bottom front teeth your treatment will not be affected since the gel will be in direct contact with the front of the teeth.



Use the Tooth Colour Shade Guide to assess which colour your clients teeth are prior to treatment. The teeth are removable from the Shade Guide to help you give a better assessment. Write the information on your client history. If tooth colour shades are different in other areas of the mouth inform the client of the difference and that you have recorded it on the client history. On our website there is a before and after template you can download to provide pictures of your treatment. With the aid of your tooth colour shade guide, explain to the client what tooth colour shade they currently have and improvement will be 3 to 8 shades from where they began. Remember to emphasize tooth whitening is not magic and the treatment can only improve the whiteness of the teeth depending on their starting tooth shade colour. Every tooth is not the same, some more dense therefore providing different results.

Access if you are using Method 1 or Method 2. Method 1 is most commonly used since most people do not have existing dental work on the front teeth, a strong gag reflex, extremely yellow teeth or a mouth that the tooth whitening tray will not fit into. If your client does have these conditions then choose Method 2.

### Information for your Client

Once the Method has been chosen explain how the Tooth Whitening Gel will feel in their mouth during their treatment. The tooth whitening gel will start to bubble when saliva starts to mix with the gel, an unusual feeling which is not painful but has a popping sensation. The client may also feel a light burning impression but also normal and not painful. The healthier the client's gums are the less the client feels.

## Set up and Instructions

You will need:

- LED light with remote control
- Tooth Whitening Kit
- Tissue
- Spitting bowl
- Bib holder
- Place to work
- LED protective glasses
- Mirror
- Petroleum jelly
- Glass of water
- Dappen glass

Place the bib around the client's neck securing the bib with the bib holder. Put on new gloves. Open the Tooth Whitening Kit onto a clean work area. Place enough petroleum jelly into a dappen glass for two to three applications to your client's lips. Give your client a mirror and a tissue to remove any lipstick. Give the client a cotton applicator with petroleum jelly on and ask the client to smear this thickly on their lips. Do not dispose of the cotton applicator since you will reuse this item. Hand the client the remote control for the LED light. Explain when pushed the start button will shut off the LED light and make a beeping sound which will alert you that your client needs you immediately. Clients now wear the LED protective glasses and provide them with a box of tissues.

## Treatment

### Method 1



Disperse the Tooth Whitening gel from one side of the Tooth Whitening tray to the other. Place the Tooth Whitening gel on the middle front part of the tray but not on the bottom. Use 1 ml of gel for each side of the tray (top and bottom). Insert the Tooth Whitening tray into the client's mouth. Ask the client to bring their lips forward over the tray and then back again allowing the light to shine directly onto their teeth. If your client has tooth whitening gel please remove immediately with water and thoroughly. Remove your gloves and program 15 minutes on the LED light for the first application of the treatment.

The client can receive a maximum of 2-3 applications in one treatment. Use a new Tooth Whitening tray for each application. Your Tooth Whitening Kit provides two trays; between applications rinse one out with water in case your client would like a third application.

## Method 2



Pull out the clients lip. Place one cotton piece under the lip with the starting point of the cotton above the second tooth and the rest of the cotton towards the back of the mouth. Avoid placing the cotton piece above the two front teeth. Place the second piece of cotton on the opposite side of the mouth.



Insert the cheek retractor to one side of the cheek (smaller round part is on the outside of the lip) pulling the cheek. Squeeze together the plastic cheek retractor and gently place it into the opposite cheek. Slowly release the cheek retractor.



Turn the end of the Tooth Whitening pen until the Tooth Whitening gel starts to disperse. Paint the Tooth Whitening gel onto the teeth from the top right to the top left, continuously turning the end of the whitening pen to disperse the Tooth Whitening gel. Once the top is complete do the same for the bottom teeth being careful to cover all areas of the teeth evenly.

Program the LED light 10 minutes for the first part of this application. The client can receive maximum three applications in one session. When providing Method 2 treatment, be careful to access the tooth colour shade every ten minutes since usually you are trying to achieve a colour match to existing dental work or other teeth.

## Programming the LED Light

Slide the LED light to your client placing the light over their smile zone. Turn the power on, push a few seconds on the start button until the timer shows. Program the light for the required minutes depending on the application you are using. Push the start button again quickly and the blue light will appear. Continuously check on your client.

The maximum applications a client can have in one session are three for either method.

## After the first 15 Minute Treatment

One minute before your application time is complete you will hear a beep and your attention should return to your client. Put on new gloves. Once the light has turned off, remove the light from the smile zone and give your client a spitting bowl and tissue. The Tooth Whitening tray and gel is spit into the bowl and the client rinses with water. The client removes their LED protective glasses. Hand your client a mirror and access with the Tooth Colour Shade Guide the change in tooth colour. Notice where to apply more Tooth Whitening gel in the next Tooth Whitening tray when using Method 1 (more yellow areas than other teeth) and explain the immediate results the client is obtaining by showing tooth colour differences. The client may observe white spots on their gums which is absolutely normal and not harmful. You can assure the client the white spots will disappear about 15 minutes after the complete treatment.

## Repeating the Treatment

Repeat the procedure from the beginning by having the client apply petroleum jelly thickly to their lips. Clean the spitting bowl between each application. Many clients are happy at the whiteness of their teeth after the second application. If the client would like to go whiter and are not having problems with the treatment then continue. If your client would like their teeth whiter but cannot continue with the treatment, store their supplies in their box until their return.

The maximum applications a client can have in one treatment are three. A two week waiting time is necessary for the teeth whitening process to stabilize if a client would like to whiten again.

## After the Complete Treatment

At the end of the appointment; assess, explain and record the tooth colour shade result. A client can take home the Tooth Colour Shade Guide from your Tooth Whitening Kit with the results you have achieved in your treatment.

Tooth Whitening is a personal decision and a client can decide when to return. The Tooth Whitening results will last 3 months to 2 years depending on how often your client smokes, drinks red wine, coffee and tea. You will see on their client history how often these habits occur. For frequently reoccurring habits recommend 3-6 months if not 1-2 years. On our website there is a download for a customer appreciation card. The card will help you market frequent visits from the same client. After 5 paid visits the 6th is free! This is just a suggestion and not required.

## After Care

Please avoid eating or drinking anything with color for 24 hours (example: Red Wine, Tomato Sauce and Spinach). Eat or drink white coloured products (example: White Wine, Milk, Water, Chicken, Potatoes or White Bread).

## Cleaning up

- Sterilization area
- Sterilizing spray
- Sterilization solution
- Plastic container

Read your directions on your sterilizing sprays and solutions carefully. It is important to know the time needed between clients in order for your items to be sterile.

Wear gloves. Remove the light shield from the light. Place your light shield and dappen glass in the sterilizing solution within in a plastic container. Throw away all other materials and water dispose down the drain. Use a sterilizer spray on a paper towel to clean your working area, light and timer, mirror, petroleum jelly container, bib holder, LED protective glasses and chair-anything you may have touched containing germs. Spray sterilizer spray directly onto the bowl and drinking glass.

## Helpful Hints

1. Put more Tooth Whitening gel in places if the tooth is crooked or further back than other teeth.
2. If a tooth shade is uneven since one tooth maybe darker to begin with... use the paint on method on third session or book another appointment to improve the one tooth.
3. Use a combination of Method 1 and Method 2 for crowns/dental work if needed. Performing Method 1 first will lighten all dental work and Method 2 will allow you a colour match.

## Frequently Asked Questions

1. **Is a dental cleaning necessary before a Tooth Whitening session?**  
When there is no visible calculus/tartar in the front of their bottom teeth they do not need to see their dentist first.
2. **Does the Tooth Whitening treatment hurt?**  
No the treatment is not painful, but the sensation the client will experience is unusual.
3. **Does the Tooth Whitening gel damage the teeth?**  
No absolutely not. Americans and Canadians have been whitening their teeth for years and have some of the most gorgeous smiles in the world.
4. **Does the Tooth Whitening process make the client's teeth sensitive after the treatment?**  
Some clients do experience a slight sensitivity for a day or two. Brush with Sensodyne toothpaste if the sensitivity is extreme.
5. **Is smoking allowed after the treatment?**  
Instruct the client to smoke less for the next 24 hours since the results would be better.
6. **Will Tooth Whitening improve Tetracycline stain?**  
The treatment will even out the different shades of grey and white but the end result will not be perfect. Clients with stain of this type are happy with any results you can provide.
7. **How long will the light lasts for?**  
The light is good for 80,000 hours and has a 1 year guarantee.
8. **If the client's gums bleed?**  
The treatment will not hurt your client in any way. If your client's gums bleed they should be brushing and flossing more regularly.
9. **If the client's teeth are sensitive to cold?**  
Our gel is not aggressive therefore the treatment will not make your client's teeth more sensitive.

**Thank you for purchasing our Tooth Fairy Products.  
Our team is always available to answer any questions you may have.  
You can contact us anytime for customer support.**

