

# Are You Letting a Great Smile Go to Waste?

*Are you covering up a killer smile with a dingy tint?*

Many people don't realize how a simple teeth whitening can charge up their smile – and appeal.

Think of your smile as luxury car – it's quality built, runs like perfection, and it turns heads – when it's clean. When it gets dirty, it detracts from its luster and blends in with the other cars on the road. No one is impressed. But give that car a thorough washing and waxing – and wow! A showroom shine. Now your car turns heads.

The same can be said of your teeth. Think of whitening as a head-turning

washing and waxing for your smile. Coffee, tea, and red wine drinkers easily fall victim to stained teeth. Smokers, you're on the list, too. Even for those who don't partake of these substances can find their smiles have dulled over the years. And brushing alone cannot remove that tarnish. Your enamel contains microscopic nicks and pits that can trap the dark pigments of food and beverages. Additionally, acidic drinks, such as coffee and wine, break down the enamel barrier to stain what's underneath. And though you may not want to hear it, age can dull your smile, too.

The good news: You can make a massive improvement with modest effort. A little whitening can go a long way. One of the speediest, most effective whitening products can help you achieve that "showroom" smile.

ZOOM!® can whiten your teeth in as little as 45 minutes in the dentist's chair. With ZOOM!®, you can elevate your smile up to eight shades brighter, and you'll experience little-to-no sensitivity afterward, as is often the case with many over-the-counter (OTC) whiteners. The secret lies in the specially formulated light-activated whitening gel. The gel reacts to LED light that breaks down stains and discolorations safely, without damaging the enamel, which, again, you often find with OTC brands.

Professional teeth whitening is a minor enhancement that can deliver major results, increasing your confidence and head-turns. ZOOM!® your way to a bright, beautiful smile that people will notice – and envy.



## Patient Testimony

Dr. Koczarski is the "king" of aesthetic dentistry in the Northwest and possibly the United States! If you take your appearance (and health) seriously, have high expectations, demand state-of-the art technology and techniques, then Koczarski Aesthetic & Laser Dentistry is the dentist office for you.

- Karren M