

## In-Office Teeth Whitening vs. Store-Bought Strips

[Home](#) / [Blog](#) / [In-Office Teeth Whitening vs. Store-Bought Strips](#)

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Posted on: 08/15/2016



Once upon a time, when smoking was chic and selfies weren't yet a thing, sparkling smiles weren't a major priority. Fast forward to the current millennium, and not only are white teeth as coveted as Ryan Gosling's abs or Beyonce's, well, everything; they're pretty much a must.

But with all the strips and trays and gels flooding the pharmacy aisles, you may be tempted to go the do-it-yourself route

and whiten at home. While these options can certainly help eliminate some of the evidence of your daily caffeine fix or nightly red wine indulgence, they won't get you the radiant Julia Roberts smile you've been fantasizing about since seventh grade. For that, you need to call in the pros.

Here's why in-office teeth whitening is the way to go:

1. **The treatment is stronger, but your mouth stays safe.** If you've ever tried over-the-counter whiteners, you've probably felt the wrath of their nerve-jolting solutions. While the agents used in office whitening treatments are much stronger than anything you can buy at the store, your gums and the rest of your mouth will stay protected.
2. **It's customized to make *your* unique smile shine.** White strips are manufactured to be one-size-fits-all, but as you're probably well aware, mouths just aren't made that way. In-office treatments are highly tailored to your specific situation, so the results will be just right for you.
3. **It takes minutes, not months.** That's right: while you may need to stick with over-the-counter whiteners for weeks or months before you see any changes, in-office whitening treatments can take your teeth up to eight shades — eight shades! — whiter in 45 minutes. That's less time than it takes to watch an episode of *Game of Thrones* (and way less time than it takes to discuss it the next day).

Sounds good, right? But now you may be wondering which in-office treatment is right for you. At iSmile Dental, we're big fans of [Zoom! Whitening](#), a safe, painless method for getting your teeth to the ideal brilliant shade.

Zoom! uses an innovative bleaching process to lighten discoloration of enamel and dentin, and it uses hydrogen peroxide to clean the stains while leaving the structure of the tooth perfectly intact. After a short preparation to protect your lips and gums, we apply the Zoom! gel, and allow a special light to penetrate the teeth and break up stains and discoloration. You can sit back and relax while the gel is working its magic, and after 45 minutes, you'll walk out with a remarkably whiter, brighter, healthier-looking smile

*Ready to lighten up? Book an appointment today! [Book an appointment today!](#)*