



**JOYCE
BASSETT, DDS**

Dr. Bassett practices comprehensive restorative and esthetic dentistry in Scottsdale, AZ. She is an Accredited Fellow of the American Academy of Cosmetic Dentistry and President 2015-16. She is an Associate Member of the American Academy of Esthetic Dentistry, a KOIS mentor, an active member in the Academy of Fixed Prosthodontics, and a Fellow in the AGD. An adjunct faculty member at the Arizona School of Dentistry, Dr. Bassett is a member of the Catapult Group speakers bureau and evaluates new dental materials for them. She was voted among the top 5 female CE educators, and is an international lecturer, published author, and a member of the editorial board of several peer-reviewed publications.

Philips ZOOM

**IN-OFFICE WHITENING SYSTEM
CAN WHITEN TEETH UP TO 8 SHADES
IN 45 MINUTES OF A SINGLE VISIT**



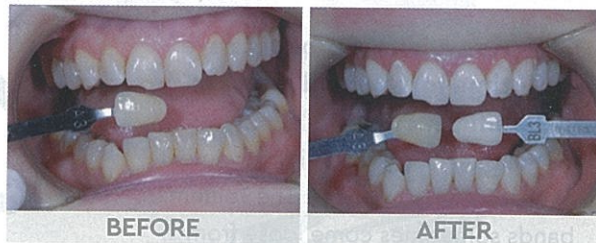
Find out why Joyce Bassett, DDS, believes that Philips ZOOM:

- Is the quickest way to make a profound change in the color of a patient's teeth
- Is integral to her practice as a treatment option for her patients

Clinically, we know the perfect smile is one that brings balance and proportion to a person's face. The perfect "white" is often very individual and what a patient deems is white enough. Many of my patients present with beautiful but discolored teeth and are noncompliant wearing whitening trays at home. And yet they see amazing results via television, magazines, and clinical dental office photos that cause them frustration. Their refusal to wear trays means another solution is needed. With Philips ZOOM, I can offer a win-win resolution in a short period of time.

The Philips ZOOM WhiteSpeed lamp accelerates the whitening process, and 25% H₂O₂ has been proven to deliver 50% better results than other procedures without the lamp but with higher H₂O₂ percentages. The effects of one in-office Philips ZOOM WhiteSpeed procedure is equivalent to 14 days of continuous use of take-home trays, so whitening with this lamp is the quickest way to make a profound change in the color of a patient's teeth. Best of all, the results are not dependent on patient compliance. Afterward, I consistently hear with gratitude, "This is the whitest my teeth have ever been!"

This procedure also helps patients decide if they are satisfied with their whitened teeth or if their smile transformation involves a more dramatic cosmetic change in tooth shape and length. This allows



the patient to be an integral part of treatment planning and they "own" the esthetic solution.

Although only a miniscule number of patients report minor sensitivity, my patients take an analgesic (ibuprofen 400 mg) prior to my assistant applying the liquid dam and the 25% H₂O₂ gel. The Philips ZOOM lamp then whitens for three 15-minute cycles, and a fourth cycle is patient-optional. The liquid dam is removed and follow-up photos are taken. After treatment, we fill their at-home trays with our preferred desensitizing gel (Philips Relief ACP), which increases luster and remineralizes the teeth. To maintain their brighter smile, they are given Philips ZOOM NiteWhite or Day-White and continue at-home use as they prefer. The excitement generated from the final results is mind-blowing! We email pre- and post-whitening photos to the patients, and they share them with friends. My patients are thrilled. I would not be able to practice without Philips ZOOM as a treatment option for my patients!



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