

Romford based dental practice - Winning Smiles - is running a free prize draw during August so you can win a whiter smile

Submitted by: Alison Hall PR

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This is not a 'get white quick' whitening treatment (which Winning Smiles <http://winning-smiles.co.uk> say doesn't work – more about that later), this is £395 worth of treatment, which takes a bit longer, but delivers a longer lasting whiter smile.

Teeth whitening, long favoured in Hollywood, is growing in popularity in the UK. The treatment is now affordable and available to all. Winning Smiles can report a very significant increase in appointments booked for teeth whitening over the last 5 years.

About 10 years ago, a little known procedure called 'dental bleaching', as it was then called, came over here from the US where it was already in regular usage.

The 'technical bit': 10-15% carbamide peroxide (or sometimes hydrogen peroxide) in a gel form was squirted into plastic 'trays' which were then fitted over the patient's teeth and worn over night – for up to 10 nights. Previously yellow/stained teeth would begin to look noticeably whiter, it really worked and would last for years providing the patient was suitable in the first place (not everyone is).

Wall to wall veneers as a method of whitening smiles became a thing of the past - dental bleaching was safer (for the teeth) less invasive and a fraction of the cost of dental veneers.

However, patient impatience –“I really don't have that long because I am getting married tomorrow” and get rich quick corporates (who saw a gap in the market for 'miracle' whitening agents that worked in less than an hour) drove dentists to offer 'lunch break', 'power' whitening treatments.

“The only problem is that it doesn't work at least not for very long” says Dr Andrew Fennell, the cosmetic dentist at Winning Smiles. He goes on to say, “Now call me an old cynic but power whitening is regular repeat income: it costs twice as much and lasts half as long - so patients are forced to keep coming back and having it done again! Winning Smiles and many of my peers at the Aesthetic Academy have gone back to the old tray system because it really works. That doesn't mean we won't whiten your teeth for you if you are getting married tomorrow though!”

The facts - 35% bleach for 45 mins can't possibly bleach as deeply or as effectively as 15% bleach for 50 hours (overnight for 7-10 days).

To register for your chance to win a whiter smile, go to (<http://winning-smiles.co.uk/prize-draw/>) Good luck!

For further information about Winning Smiles, visit <http://winning-smiles.co.uk>

Questions? Email any queries to Andrew or post comments to his blog at

<http://winning-smiles.co.uk/blog/>

Notes to Editors:

Dr Andrew Fennell is available for interview. Please ask if you would like any images. If any member of the press would like to arrange a personal visit to the surgery and find out more about the most up-to-date cosmetic procedures for dental implants, teeth straightening and whitening, please get in touch with Wendy Bartlett at Winning Smiles, 08000 90 10 60, or wbartlett@winning-smiles.co.uk

About Winning Smiles:

Romford based Winning Smiles is cosmetic dental practice. Dental Implants, Teeth Straightening and Whitening – putting the smile back on people’s faces. Dr Andrew Fennell joined Winning Smiles 8 years ago and has spent this time pursuing his passion for Aesthetic and Cosmetic Dentistry. Andrew has studied with some of the best names, and this inevitably led him to dental implant dentistry as the only viable solution to replacing missing teeth with something that looks and feels natural.

Contact:

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