# Teeth whitening processes can have oral health benefits that go beyond brighter smiles

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**Rochester, Mich.** –--July 26, 2017–-- While teeth whitening options have proliferated since the 1990's, new advances in both in-office and at-home whitening products are bringing renewed attention to the benefits of teeth whitening that go beyond a brighter smile. Dentists at Doolin Haddad Advanced Dentistry, a Rochester, Mich., dental practice focusing on cosmetic, implant and restorative dentistry, say there is more to whitening teeth than just rediscovering a pretty smile; some whitening processes can result in a healthier mouth, too.

"Teeth whitening is one of the most popular procedures in cosmetic dentistry because it works," Dr. Jeff Haddad said. "Almost everyone who opts for a tooth whitening solution sees moderate to substantial improvement in the brightness and whiteness of their smile. The process, when a reputable product is used, is completely safe, will not damage enamel or gum tissue, and may actually increase the health of teeth and gums."

In affirming that teeth whitening has health benefits, Haddad referenced a report that originally appeared in the *Journal of the American Dental Association* which was based on a literature review and the authors' clinical experiences with tooth bleaching for patients with special needs. Findings revealed improvements in the overall health of the subjects' teeth and gums when the tooth whitener, carbamide peroxide, was applied via a custom-fit mouth tray.

Although carbamide peroxide has safely been used by dentists as a tooth whitening agent for decades, its original role was as an oral antiseptic. Because the product kills bacteria, helps remove plaque and increases the mouth's pH level above the point at which enamel and dentin begin to dissolve, it simultaneously provides oral health benefits that may result in fewer cavities.

Haddad and founding partner, Dr. Kurt Doolin, note that proper oral hygiene can challenge patients for a variety of reasons.

"For example, when health problems or medications cause xerostomia (dry mouth), the lack of saliva reduces the mouth's natural protective mechanisms. These problems lead to plaque accumulation, cavities and periodontal disease, and may further impact the patient's health. That's why whitening with custom trays can be a very effective supplemental method of oral hygiene for patients facing greater challenges in keeping their mouth clean," Dr. Doolin said.

While there are many teeth whitening methods available including toothpastes, bleaching strips, bleaching pens, bleaching trays and in-office laser bleaching, Doolin and Haddad have researched and tested the majority of the tray whitening systems on the market to seek out the best combination of strength, ease-of-use, least sensitivity and effectiveness for their patients. In their own practice, Drs. Doolin and Haddad, and fellow Doolin Haddad dentist Dr. Marco Tironi, offer both in office whitening that takes less than two hours and a custom home whitening system that works in 7-14 days.

Even when their patients opt for in-office laser whitening, the dentists still provide them with custom-made trays for follow-up use at home.

"This not only allows patients to touch-up their treatments, but also gives an additional health boost to their teeth and gums throughout the year," Doolin said.

***About Doolin Haddad Advanced Dentistry***
Doolin Haddad Advanced Dentistry was founded in Rochester in 1990 by Dr. Kurt Doolin. Dr. Jeff Haddad joined the practice in 2002. In addition to their dental school training, both Drs. Doolin and Haddad are fellows of The Las Vegas Institute for Advanced Dental Studies and lecture nationally on implants, TMJ, and restorative and cosmetic dentistry. Marco Tironi, D.D.S. joined Doolin Haddad Advanced Dentistry in 2013; the practice has 13 team members. Discover Health. Discover Happiness. Discover How. DiscoverDH. To learn more, visit [www.discoverdh.com](http://www.discoverdh.com).

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