

A Cool Answer for Long-Term Whitening

The science of teeth whitening has continued to improve by leaps and bounds over the years, but one persistent issue dentists and patients have shared is permanence. Modern techniques have given dentists the ability to make dramatic improvements in the appearance of their patients' teeth, but the typical result, says Dr. Rod Kurthy of Evolve Dental Technologies, is frustration.

“Occasionally there are patients that respond very well, but the norm is minimal results that don't last long, chilling sensitivity of the teeth and the

inability to eat and drink the things we love like coffee, tea and red wine to make the minimal color change last as long as possible.”

New advancements in whitening technology could turn those frustrations into a thing of the past.

After spending over 20 years of scientific research and dental practice examining the way teeth are lightened, Dr. Kurthy discovered that one of the keys to success, strangely enough, is refrigeration.

He discovered that whitening gels that are constantly kept under refrigeration start out with more potency and effectiveness, and maintain their effectiveness for many hours. Using refrigeration to stabilize whitening gels instead of chemicals that irritate teeth allowed Kurthy to formulate gels, resulting in much less, and often no sensitivity whatsoever.

When a dentist receives the

KōR Whitening™ System, it has come directly from a factory where it has been kept at the ideal temperature, was placed on a refrigerated truck, delivered in refrigerated containers and stored in refrigeration on premises by the doctor.

While most standard whitening treatments limit the bleaching process to a relatively short period of time due to less potent gels and teeth sensitivity, the refrigeration process minimizes sensitivity, providing increased gel potency and allowing patients the time they need to get permanent results. The system's Deep Bleaching Trays also provide a unique design that fits the teeth precisely, sealing the bleach inside the trays, and preventing damaging saliva from entering. The result is oxygen factors penetrating the crystals of teeth all night long, instead of for just half an hour.

“We like to call this ‘the fallacy of fast,’” says Dr. Kurthy.

“It's certainly nice to have teeth whitened in an hour, but the reality is that one hour is not nearly sufficient to get oxygen factors deeply into the crystals of the teeth.”

Because the KōR Whitening Gel is consistently refrigerated, there is no need to use irritating stabilizers, which means it maintains 100% of the effectiveness of its original state, yet greatly reduces typical sensitivity. The powerful whitening system is so effective that it can whiten tetracycline stained teeth, which has never before been possible.

The overall result, says Kurthy, is a whitening system “that allows you to get permanent results – whether you're 14 years old or 90 – and still be able to eat or drink whatever you want.”

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