

## Keep That New Smile Pearly White

**Englewood Cliffs, NJ** – You’ve just spent a substantial amount of money and devoted a lot of precious time to getting your teeth pearly white. But unfortunately, teeth whitening is not a permanent cure for discolored or stained teeth. **According to Dr. Bruce Freund, there are certain things you can, however, do to extend the effectiveness of teeth whitening.** “It’s important to take measures to prevent re-staining your teeth,” says Dr. Freund. Ignoring preventative measures may land you back in the dentist chair much sooner than you had hoped.

From childhood on, our teeth go through a metamorphosis from bright to blah. What factors contribute to this change? “A variety of factors are involved, both environmental and genetic,” suggests Dr. Freund. “Use of antibiotics like tetracycline in utero or in early childhood, when teeth are still developing, can cause permanent gray, black or green stains to the teeth,” asserts Dr. Freund. In addition, as people age, their teeth risk exposure to stains based on eating and social habits. Certain foods and beverages, like coffee and tea, are common elements that can be manifested as dark brown to yellow stains on the teeth. Smoking and even genetic factors can ultimately cause discoloration of teeth. “The aging process is responsible for the loss of enamel over time. Brushing causes the enamel to wear away and exposes dentin, the yellow, under-layer of the teeth. The older you are, the greater the likelihood of yellowing teeth,” explains Dr. Freund.

As is evident by the increasing popularity of teeth whitening, people of all ages are seeking a whiter, more youthful smile. Modern cosmetic dentistry offers the option of whitening teeth at home or in an in-office setting. Although at-home whitening can be less expensive, it is usually a more time-consuming process and often does not produce the same results. After spending your hard-earned money and devoting substantial amounts of your time to teeth whitening procedures, it’s important to learn how to maintain your bright new color.

Over time, exposure to certain foods and drinks and tobacco will gradually darken your newly whitened teeth. But there are steps you can take to extend the life of those pearly whites. Dr. Freund has developed an arsenal of tips to help you maintain that gorgeous new smile.

- Avoid or limit your intake of stain-causing beverages or foods. These include: coffee, tea, colas, red wine, berries and chocolate. This is especially important for the four hours following the whitening process when your teeth are more susceptible to re-staining.
- If you do choose to consume beverages that stain, consider using a straw so that the liquid bypasses your teeth.
- Brush or rinse immediately after consuming stain-causing beverages or foods.
- Follow good oral hygiene practices. Brush your teeth at least twice daily and floss at least once daily to remove plaque. Use a whitening toothpaste to remove surface stains and prevent yellowing.

- Consider touch-up treatments. Depending on your whitening method, you may need a touch up in six months or after a year or two. If you smoke or drink a lot of coffee, for example, you may need a touch up sooner.
- Also, for women, wearing a lipstick or gloss with blue undertones will help to make teeth appear whiter.

Consumers should be aware, however, that there are no definitive guarantees. While both in-office and at-home whitening procedures are effective means in combating tooth discoloration, the process must be repeated over time. Dr. Freund cautions that those thinking they can extend their results by using toothpastes containing baking soda or peroxide are mistaken. “Toothpastes with baking soda act as an abrasive, and while they can remove stains, they will not brighten teeth. Peroxide, on the other hand,” suggests Dr. Freund, “could be an extremely effective measure for brightening teeth. Unfortunately, you would have to brush your teeth for five hours instead of five minutes to achieve any noticeable difference.”

Protect your investment by following Dr. Freund’s easy tips. Remember that with the proper daily care, it’s easy to maintain a radiant and healthy smile.

#### **About Dr. Bruce Freund**

Dr. Bruce Freund is a general and cosmetic dentist with a private practice in Englewood Cliffs, New Jersey. Dr. Freund received his Doctor of Dental Surgery from New York University College of Dentistry in 1975. Since then he has completed an intensive 2 year implantology program at NYU and has had extensive training in laser dentistry. In the past, Dr. Freund has been a clinical instructor at both NYU and Mt. Sinai Hospital and has instructed other dentists in the techniques of laser dentistry. He has also taught cosmetic dentistry for one of the largest cosmetic dental companies in the United States. Dr. Freund has served as a forensic consultant to the New York City Medical Examiner’s Office and was part of the forensic team during the 9/11 identification process. He is presently an attending dentist at Holy Name Hospital in Teaneck, N.J.

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