



ASK

- Are you currently having tooth whitening with a dentist or registered dental professional?
- Are your teeth sensitive to cold air or cold food/drinks?
- Does this pain last a couple of seconds? (Longer lasting pain may not be related to tooth whitening, so advise people to see their dentist if this is the case)



ADVICE

- Tooth whitening is a dental procedure which by law can only be offered or provided by registered dental professionals. It is illegal for beauticians or other practitioners to offer or perform this procedure
- 6% Hydrogen Peroxide, or products releasing up to 6% Hydrogen Peroxide can be used for tooth whitening
- Whitening is not recommended for people who are pregnant, breastfeeding, have active tooth decay, gum disease or children <18 years old
- Products containing <0.1% hydrogen peroxide, for example toothpastes or mouthwashes, are freely available and can safely be sold over the counter



FOLLOW UP

- Signpost people to their dentist if there are concerns around sensitivity or if it is particularly severe
- Tooth whitening can fade over time and may need 'topping up' after a period by returning to a dentist for further cycles of treatment
- People should avoid foods or drinks which may cause staining while undergoing tooth whitening, e.g., red wine, tomatoes, curries (anything which would stain a white T-shirt will also stain teeth!)



ALERT

- If the person has severe ongoing pain that is affecting sleep, is nonresponsive to analgesics or has facial swelling they should contact their dentist
- Reports of illegal tooth whitening are on the rise, for example with people buying kits over the internet, visiting illegal kiosks and beauticians instead of visiting their dentist. This comes with associated health risks such as severe chemical burns, scarring, tooth loss and can even affect eating and breathing
- Illegal tooth whitening should be reported to Trading Standards



PHARMACY PRODUCT

- Fluoride mouthwash
- Sensitive toothpaste – can be used in the whitening tray if severe sensitivity, or as a 'cream' – wiping a small amount onto the sensitive tooth
- Analgesia advice, including paracetamol and ibuprofen, if sensitivity is severe

PHARMACY DENTAL FACT SHEET