

...ing increased... and solve
...ue problems over time. Dental pro-
...fessionals have additional toothpaste
...parameters: abrasiveness, remineral-
...ization potential, fluoride content,
...fluoride-releasing potential, and more
...recently, whitening capacity. 3M ESPE
...has introduced its Clinpro 5000 1.1%

...provides a gentle whitening
...ening results. Its 1.1% sodium fluoride
...delivers more fluoride to the tooth and
...has been shown to increase surface
...microhardness. Clinpro 5000 contains
...5,000-ppm fluoride ions, providing
...greater remineralization and greater
...fluoride uptake. In fact, it has been

...pro 5000's manufacturing process in-
...volves the development of a protective
...barrier around the calcium that per-
...mits it to remain stable in the pre-
...sence of fluoride ions. Once this mix-
...ture contacts saliva, however, during
...toothbrushing in the patient's mouth,

...5000 provides safe and effective
...cleansing for exposed root surfaces,
...particularly in older patients.

For more information, call (800)
634-2249 or visit 3mespe.com. ♦

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PolaOffice+ In-Office Tooth-Whitening System *SDI (North America)*

Most patients prefer rapid bleaching. While at-home bleaches may be as effective as in-office systems, patients love the instant gratification of the in-office procedure. From the practice perspective, this represents approximately one chairside hour, usually assigned to the hygienist or expanded-duty dental assistant. Some bleaching procedures require lights, complicated chemistry, and may be uncomfortable for the patient. Overall, the patient would like to be in and out of the bleaching appointment as soon as possible; the dentist would like the option of using a bleaching light or not; and the patient would require apparent and long-lasting whitening results. SDI (North America) has introduced the PolaOffice+ In-Office Tooth-Whitening System. Its most significant clinical advantage is the



37.5% hydrogen peroxide procedure's 30-minute chair time and the inclusion of potassium nitrate desensitizer. Decreased chair time means increased patient comfort and satisfaction, less sensitivity, and decreased operational costs for the practice. While PolaOffice+ can be used with or without a bleaching light (it does not require photoactivation), most patients prefer a bleaching light as part of their in-office procedure. The delivery is very simple, and no mixing is required. A



dual-barreled syringe mixes the components perfectly as the gel is applied, freshly activated, directly to the teeth with fine tip placement control. PolaOffice+ requires one thin layer, the tip spreading the gel to ensure all surfaces are covered. The sticky gel is designed to adhere to tooth surfaces, maximizing the bleaching effect. Protect exposed lips with petroleum gel and the soft tissues with a gingival barrier. Fan the bleaching light over the teeth to avoid heat buildup in any



one location. Gel applications are 8 minutes and should be repeated 3 to 4 times for most patients. Always rinse effectively.

For more information, call (800) 228-5166 or visit sdi.com.au. ♦

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Dr. Freedman is a founder and past president of the American Academy of Cosmetic Dentistry, a co-founder of the Canadian Academy for Esthetic Dentistry, and a Diplomate of the American Board of Aesthetic Dentistry. He is a visiting professor at the Universita di Firenze, Florence, Italy. He is the Special Advisor of First Impressions and Buyers' Guides for *Dentistry Today*. He is the author or co-author of 11 textbooks, more than 600 dental articles, and numerous webinars and CDs, and is a Team Member of *REALITY*. He lectures internationally on dental aesthetics, adhesion, desensitization, composites, impression materials, and porcelain veneers. A graduate of McGill University in Montreal, Dr. Freedman maintains a private practice limited to aesthetic dentistry in Toronto. He can be reached at (905) 513-9191 or epdot@rogers.com.