

## PUREWHITENING Whitening Process

### Why Whiten Your Teeth?

It's not just about your hairstyle or clothing—your teeth are also a reflection of you. A bright, white smile can boost confidence and open doors, both professionally and personally. Whitened teeth look natural, and what is often mistaken for “unnaturally” white teeth in celebrities is typically due to poorly done crowns or veneers.

Before whitening, professional dental cleaning is necessary to remove tartar and stains. Our dental hygienists are happy to provide more information during your cleaning appointment.

### When to Postpone Whitening:

- During pregnancy
- While breastfeeding

We guarantee a minimum shade of B1, with a money-back guarantee. You can view this shade sample during your visit. This process is only required once in your lifetime, and to maintain your shade, it's sufficient to wear the trays just once every two months.

### How the Process Works:

- **First Visit:** We'll take impressions for your whitening trays in just a few minutes.
- **Receiving Your Kit:** About 14 days later, your whitening gel kit and trays will be ready. Our reception will contact you to schedule an appointment for pickup and provide instructions for at-home use. We'll also take “before” photos and schedule your in-office whitening session.
- **At-Home Whitening:** You'll wear the trays at home for 14 nights.
- **In-Office Whitening (Day 15):** After the at-home phase, you'll come in for an in-office whitening session to further adjust the results with our office gels. This session takes about 1.5 hours.
- **Additional Whitening:** Following the in-office treatment, you'll continue whitening for an additional 3-7 days, depending on factors like lifestyle habits (e.g., smoking), age, initial tooth color, or more severe enamel discoloration.

For the current price, please visit our website: [www.dentanela.cz](http://www.dentanela.cz).