

Some Facts About Mall Whitening

Summary:

Mall whitening has potential for not only inferior results but raises safety concerns.

What can you do?

In the interest of public safety and awareness, dental professionals can *report* any mall whitening businesses they believe, in their professional medical judgment, may be operating in an *unsafe* and/or *unlawful* manner.

Here's how:

- Take less than two minutes to file a complaint online with your state's Office of the Attorney General found at www.naag.org, e.g. California Attorney General at http://ag.ca.gov/contact/complaint_form.php?cmplt=CL
- Send an email to the Enforcement Division of your state's Dental Board found at <http://www.dentalwatch.org/org/boards.html>, e.g. Dental Bureau of California at db_enforcement@dca.ca.gov

1. Mall Whitening is a *no-win* situation for customers:

- Mall whitening promises cheap, fast and effective results. However, the science of whitening dictates that lasting shade change occurs with the appropriate combination of contact time and peroxide concentration. Most mall whitening treatments are not applying the correct combination to yield effective results.
- If the hydrogen peroxide concentration is *high*, chances are the customer may be at risk for *tissue damage*. High hydrogen peroxide concentrations, greater than 10%, require tissue isolation to prevent damage to the tissue. It should be noted, even with a high concentration, the likely limited contact time of mall whitening treatments produces negligible results.
- If the peroxide concentration is *low*, chances are the customer has *wasted money*. A brief treatment with a peroxide concentration below 10% can, at most, *temporarily* whiten teeth by a couple of shades which is largely a result of *dehydration*.

2. Mall Whitening is likely not conducted by people who are *professionally trained or licensed* as dental professionals, which may result in:

- Failure to adhere to candidate qualifications for whitening
- Failure to isolate against tissue damage properly and/or react to customer *injury* that can be caused by using high concentrations of peroxide without the necessary safety measures and training
- Failure to *diagnose* and *pre-treat* already-existing oral concerns, such as gum disease, cavities, exposed dentin

3. Mall Whitening, depending on the company and state, may be *illegal*:

- Many state law enforcement agencies have been shutting down these operations as *scams*.
- Some are committing *fraud* and *false* advertising by making false claims about the effectiveness of their whitening procedures and/or violating valuable trademark and patent rights.
- Some try to *skirt the law* that requires only trained and licensed dental professionals to administer whitening by handing the whitening chemicals to the customers to do it themselves, which is likely unsafe.