

World's. **Worst.** Whitening.



Here's how you can
learn to spot Illegal
Whitening here in
Liverpool.

≡Smile**works**

Introduction

We all know that the world is full of dodgy teeth whitening companies but do you know how to spot them? Some whitening companies are bang-to-rights illegal and practicing in Criminal Breach of the Dentistry Act 1984. However, they have flashy web pages, blogs that look pretty convincing and lots of paid adverts on Facebook, Google and Twitter. So how are you as consumers supposed to know the difference?

Problems

Here at Smileworks we do lots of (legal) whitening and speak to tons of patients who have had bad experiences with illegal whitening companies.

Thankfully the biggest problem people usually report is that that illegal whitening doesn't work - or works for a few days and then your teeth stain again.

Probably the second most common complaint is that patients feel cheated by back-street whitening companies which rarely offer refunds or disappear before the patients realise that their whitening is not working.

However, there are also cases that we have seen here that are far more sinister. We have seen whitening gels from abroad that are so strong they turn gloves white and burn fingers, lips and gums.

Stay Safe

Illegal whitening is also *prolific* in Liverpool and Manchester so we have decided to put together a gloves-off, no holds barred guide to spotting illegal whitening companies and back-street whiteners to keep you safe and help you to not waste your hard-earned cash on things that don't work at best or are dangerous at worst.

So how can you, the wonderful people of Liverpool spot the whitening sharks? Here are the W's of illegal whitening from the Dentists at Smileworks.

Illegal Whitening Doesn't Work

Most illegal whitening companies from 2010-2014 tried to get around the law by using whitening gel with little or no peroxide in it. Basically if you want white teeth then you need to use peroxide. Peroxide is dangerous in the hands of any old goon so this is the reason only dentists are now allowed to

whiten. Interestingly even whitening with non-peroxide gel is considered illegal by non-dentists so there is no excuse anymore.

So look out for 'non-peroxide' whitening - it's illegal and doesn't work

Illegal Whitening Wastes your Money

That said, you are extremely unlikely to find 'non-peroxide' treatments offered by Dentists because we want to whiten people's teeth, not waste your precious time.

Our best value whitening here at Smileworks is £149. This is about the cheapest legal whitening can get. We are committed to stamping out illegal whitening so have lowered our prices to rock bottom to tempt people from the couches and salons of Liverpool into our glittering practice, packed full of Dentists who know what they are doing.

Watch out for deals that are too good to be true - If it's cheaper than about £150, it is likely to be illegal.

Illegal Practitioners *Whinge*

If you come to our Dentist to have your teeth whitened we will do a great job. If you have a really difficult case or something tricky like *tetracycline banding* - which is a more difficult-to-shift staining on your teeth then we will plan your treatment differently and not give up until your teeth are at their lightest natural shade (B1)

We use Enlighten Whitening at Smileworks and they actually guarantee the B1 shade on their EVO 3 system. It will set you back £340-500 depending on where you go for treatment but really is the best whitening system around. Payman Langroudi, the CEO of Enlighten will personally oversee your case if the Dentist you see fails to get your teeth to the B1 shade.

I mean, that's pretty special, *right?*

But if you go to see an illegal whitener they will tell you things like, 'teeth are different and we can't guarantee results' or 'ill do my best'. When the whitening fails, they disappear or start making excuses like blaming your smoking or coffee drinking on the poor result.

So if you want a Guarantee, choose the dentist. If you want a load of excuses, go to the salon. If you use a tray-based whitening system, it will be effective whether you smoke, drink coffee/red wine or eat curry. Did you know that some teeth are naturally more yellow? Your canines (fang teeth) have a different structure so they appear more yellow in the light. Dentists like Dr Payman understand this and can help you get outstanding results rather than saying daft things like. 'well maybe you are not brushing them hard enough - jeez.

So watch out for daft excuses like some of the ones above and ask for a B1 Guarantee with your whitening. And hey, if you're one of the lucky failures you will get to meet Payman, probably the most dedicated teeth whitener in the whole country!

Illegal Practitioners Walk

Most illegal practices are in beauty salons or in people's homes. Liverpool is full of really fab beauty salons and here at Smileworks we spend about as much time as the average Liverpool girls on our beauty regimes - *which is lots!* Often the teeth whitening companies lie to the honest and hard-working salon owners with promises of extra income, fame and fortune. However, this is rarely the case. Illegal whitening is damaging all the hard working salons by doing a rubbish job of their customers whitening and breaking up long-lasting relationships build on trust and curly-blows over years and years.

There is rarely anyone to speak to at the companies and they turn their backs on you as soon as they have taken your money. A Dentist will not do this because you are their patient and they owe you a special duty under the law that means they have to look after you, not rip you off and make sure you are happy.

So look out for illegal whiteners in Beauty Salons or at home - it's unlikely to be legal and if it is, the people doing it will be Dentists and they will make a special point of telling you they are Dentists!

And remember beauticians are just as much victims of the whitening sharks as everyone else. We have a lot of love and respect for beauticians here at Smileworks and think they are often unfairly demonised in this whole debate.

Illegal Practitioners Wind up in Jail

Whitening by anyone other than a Dentist or Therapist under the prescription of a Dentist (so Bambi at Smileworks under MJ's prescription - for example) is criminal. That's criminal in the literal sense. If you practice whitening then you are taking part in Criminal Activity. There was a Dentist called 'Wayne The Dentist' in Liverpool who wound up in prison lately - for telling people he was a Dentist when he was not. So if you are having whitening done in the salon or in someone's house then you are going into a criminal's house. So please be careful!

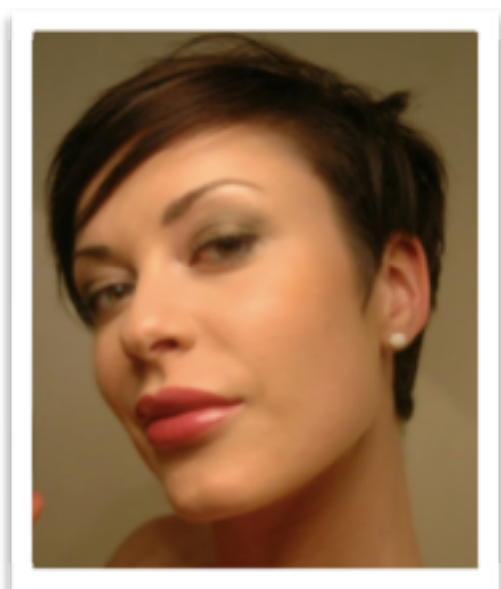
Illegal whitening is Criminal, please be careful and make sure you choose wisely!

Illegal Practitioners Never Went to Dental School

If you are having whitening prescribed by anyone who is not a Dentist then it is illegal. Period. To be able to carry out whitening you must have gone to dental school and be a fully qualified Dentist. This is the law now so make sure you stay safe and stay out of trouble.

So there are a few pointers to hopefully help you spot the illegal whitening companies out there out there. But please don't worry, if you are unsure of a whitening provider then just call Smileworks and we will be able to tell you whether it's legitimate.

To speak to the professionals at Smileworks you can email concierge@sexydentistry.com or call us on:



0151 236 5166

MJ Rowland-Warmann is a Dentist, prolific tooth whitener and chief smarty-pants here at Smileworks.