

# PHILIPS ZOOM!

## Understanding what drives whitening efficacy

The Philips Zoom! take-home whitening portfolio was clinically evaluated to equip dental professionals with trusted, evidence-based insights.

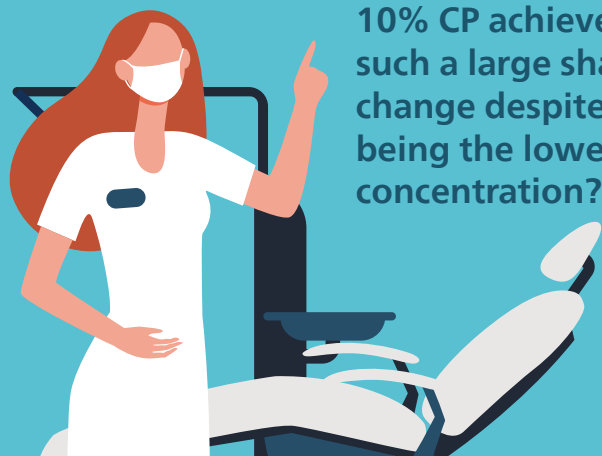
### Study design:

An external<sup>1</sup> study site conducted a randomized, parallel, single-blinded, single-center trial with 279 participants. Shade change was measured using VITA Bleachedguide 3D-Master shade guide and tooth shade was calculated as the average of 4–6 teeth.



### Average shade change results

Duration	DayWhite			NiteWhite		
	6% HP	9.5% HP	14% HP	10% CP	16% CP	22% CP
14 days of use <sup>2</sup>	5.5	7.4	Not tested	8.3	7.3	8.9
7 days post treatment <sup>3</sup>	5.1	6.9	Not tested	7.5	6.5	8.2
Little-to-no sensitivity after 14 days of use	100% <sup>4</sup>	100% <sup>5</sup>	Not tested	100% <sup>6</sup>	100% <sup>7</sup>	100% <sup>8</sup>



Why does NiteWhite 10% CP achieve such a large shade change despite being the lowest concentration?

The study revealed a key insight: higher HP concentration doesn't automatically translate into higher efficacy.

Whitening efficacy depends on three factors:

1. **pH of the gel** — Higher pH of gels is well tolerated by the user, leading to better efficacy than low pH gels.
2. **Contact time** — Slower peroxide release extends effective contact time, enhancing efficacy.
3. **HP concentration** — The higher the concentration of peroxide, the faster chromophores break down through oxidation, thereby enhancing efficacy.

# What makes Philips Zoom! take-home unique

## 1 Unique formulation

Philips Zoom! DayWhite and NiteWhite use a unique balance of ingredients that include ACP, which helps improve tooth luster and smoothness. Furthermore, Zoom! take-home gel with ACP shows better shade maintenance 6 months after treatment than whitening gels without ACP.<sup>9</sup>

## 2 Dual-barrel technology

Philips Zoom! take-home solutions use a dual-barrel syringe design that keeps the active whitening gel and booster separate until the moment of application. This ensures:

- The best balance of efficacy, safety and longevity.
- The gel stays fresh and stable, ensuring longer shelf-life.
- Ease of application.

## 3 Clinically proven results and superb patient experience

Philips Zoom! Take-Home delivers clinically proven whitening results with proven safety and little-to-no sensitivity. Patients achieve visible results they are satisfied with, supporting confidence, compliance, and positive treatment experiences.



1. Safety and Efficacy of Philips take-home teeth whitening gel in custom whitening trays, F. Mirza, M. Nelson, B. Haidar, J. L. Milleman, K. R. Milleman, M. Ward; 2025.  
2. Average shade change immediately after use.  
3. Average shade change after stabilization.  
4. n=46, USA, 2024. Participants using DayWhite 6% HP once daily for 14 days.  
5. n=50, USA, 2024. Participants using DayWhite 9.5% HP once daily for 14 days.  
6. n=48, USA, 2024. Participants using NiteWhite 10% CP once a day for 14 days.  
7. n=48, USA, 2024. Participants using NiteWhite 16% CP once a day for 14 days.  
8. n=42, USA, 2024. Participants using NiteWhite 22% CP once a day for 14 days.  
9. Measured on NiteWhite 16% CP vs. take-home gel without ACP. Giniger M, Spaid M, MacDonald J, Felix H. A 180-Day Clinical Investigation of the Tooth Whitening Efficacy of a Bleaching Gel with Added Amorphous Calcium Phosphate. J Clin Dent 1611-16, 2005.



### Conclusion:

Whitening efficacy is not driven by peroxide concentration alone, but by the balance between concentration, contact time, and pH. Philips Zoom! take-home gels feature a uniquely balanced formulation that brings these factors together, enabling strong whitening performance.<sup>1</sup>