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Twenty-minute smile makeover white 'n easy



"A few years from now this will just be like having your legs waxed"

Jill Stark August 16, 2009

IT'S a fairly unflattering means to an aesthetically pleasing end.

Teresa Frangiosa grimaces as she inserts a mouth guard that stretches her lips and gums unnaturally wide to expose teeth about to be chemically whitened.

It's obvious why screens have been erected in the corner of this busy Doncaster East pharmacy. The process may not be pretty but for Mrs Frangiosa it's worth the temporary discomfort. As a wedding photographer she is all too familiar with the importance of a flawless smile.

"All the brides look glamorous and have got their teeth nice and white so you start to feel a bit more self-conscious about your own appearance," she admits.

The 38-year-old has wanted to whiten her teeth for some time but felt dentists were overcharging for the procedure. When her local pharmacy advertised the service for \$139, she was one of the first to book in.

Beauty consultant Vivian Trevorow explains the process and asks Mrs Frangiosa to sign a waiver, stating that she has healthy teeth and gums. Then using a shade guide they find a match that records what colour her teeth are before she starts the treatment - which is self-administered by the client, as Mrs Trevorow supervises.

Whitening gel is placed in a mouth tray fitted around the teeth and the customer dons protective sunglasses as a cold blue light is used to accelerate the bleaching. Every five minutes the light is turned off to clear excess gel and remove saliva build-up. The process lasts 20 minutes.

At the end the shade chart is used to record the difference. Mrs Frangiosa's teeth are now six shades lighter. She's delighted.

"I feel great, more confident. For me it's important to have a great smile because I love smiling and being around people," she says. "I think a few years from now this will just be like having your legs waxed. My girlfriends all want to get it done and my husband is a heavy smoker so I will recommend it to him too."

Gavin Harrison, managing director of the Pro Teeth Whitening

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system used at the pharmacy, says each operator is given "extensive" training. He spent several years in the United States learning how to use the technology, before starting his own business in Australia.

He says he insists on high standards of hygiene and professionalism and this sets his business apart from whitening services offered in shopping malls and tanning salons.

"There is no long-term damage, it's a cosmetic treatment and that's the reason that it's not defined as dentistry," he says.

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