



Dr. Jerry Jesin and Dr. Robert Eisen

Dr. Robert Eisen and Dr. Jerry Jesin have been providing exceptional dental care in North York for over twenty years. Since graduating from U.W.O. and University of Toronto in 1985, they have made continuing education a priority, gaining expertise in the latest cosmetic and implant techniques at some of the finest post-graduate facilities. Both are active in the dental community and committed to keeping a smile on the face of their clients.

WANT WHITER TEETH?

CITY CENTRE DENTAL

Whitening your teeth is one of the easiest things that can be done to brighten up your smile and improve your appearance. Studies have shown that increasing numbers of people are keeping their natural teeth, thanks to improved hygiene and increased preventive care. But as teeth age, they naturally darken a bit. And years of exposure to coffee, tea, red wine, colas and smoking can stain teeth and make them appear dull.

There are several options available if you're interested in whitening your teeth. Currently, one of the most popular procedures is an at-home bleaching technique. This procedure requires a dental visit, where you'll be fitted for a customized bleaching tray. You'll also receive the whitening gel that's best for you, as well as thorough instructions for getting the best results from your at-home whitening system. Usually, you'd apply the gel to your customized tray and wear it for two to three hours a day for a week or two; tobacco stains may take longer to bleach out.

If it's faster results you're after, Zoom® in-office power whitening is now available. It will make your teeth dramatically whiter in little over an hour. It is frequently used with great success on the television show "Extreme Make

Over". The procedure is simple. It involves a whitening gel that is used with a specially designed light. The gel and light work together to gently penetrate your teeth, breaking up stains and discoloration.

Chair-side whitening is safe, effective and fast. Typically, teeth are whitened significantly in just one visit. For stubborn stains, it may be necessary to combine this method with at-home whitening sessions. Results usually last for years and can be maximized with regular dental cleanings and periodic professional touch-ups.

The convenience of Zoom® in comparison to days or weeks of wearing trays or strips makes it the perfect choice for the busy individual.

*Dr. Robert Eisen and Dr. Jerry Jesin
City Centre Dental
5 Parkhome Ave., Suite 130
North York M2N 6L4
416-730-8223
www.smile-by-design.ca*