
STOP HIDING YOUR SMILE.

A PROPER WELCOME, FROM THE WHITENING LAB.

You booked. Smart move. This packet tells you what we do, why chair-side exists, how to maintain your results – at home or back in the chair – and the fine print before you sit down. Read it. Then come get whitened.

FIRST APPOINTMENT

READ ALL FOUR PAGES. INITIAL THE CONSENT. SHOW UP HYDRATED.

AFTERCARE & MAINTENANCE.

Everything you do after your session. Read it once. Live by it for 48 hours.

01 · THE FIRST 48 HOURS

If it stains a white shirt.

It could stain your teeth and dull your results. Your enamel pores are open for the next two days. Anything pigmented or acidic will absorb straight into the tooth. Be strict for 48 hours — then live your life.

AVOID

- Coffee, espresso, matcha, tea
- Red wine
- Dark soda, juice, kombucha
- Berries, beets, cherries
- Tomato sauce, soy, curry, mustard
- Balsamic, vinegar, citrus
- Chocolate, dark candy
- Lipstick & lip stains
- Smoking & vaping

SAFE

- + Water, sparkling water
- + Milk, almond milk, oat milk
- + Clear sodas (Sprite, tonic)
- + Chicken, turkey, white fish
- + Rice, pasta, potatoes
- + Cauliflower, white onion
- + Bananas, pears, apples (peeled)
- + Plain yogurt, white cheese
- + Egg whites

PRO MOVES EXTEND THE RESULT

Drink through a straw.

Bypass the front teeth on anything that isn't water for the next 48.

Lip balm, not lipstick.

Skip pigmented lip products for two days. Stains transfer fast on porous enamel.

Skip the mouthwash.

Most are dyed or alcohol-based. Water swish only for 48.

Rinse, don't brush.

After coffee or wine, swish with water. Wait 30 min before brushing — enamel is soft right after. Our Recovery Serum reseals the surface fast.

White toothpaste only.

No charcoal, no colored gels. Boring, but it works.

Floss like you mean it.

Plaque holds stain. A clean tooth holds shade.

THE 48-HOUR RULE

If it stains a white shirt. It could stain your teeth and dull your results.

02 · ONGOING MAINTENANCE

It isn't diet. It isn't lifestyle. It's maintenance.

Your one-hour session takes you as bright as your enamel will go that day. From there, holding the shade is on you —and it's simple. Drink the coffee. Drink the wine. Just maintain after.

AS NEEDED

Bleaching trays

Custom trays. Start with 2–3 hours depending on sensitivity. Run them when your shade tells you to.

AS NEEDED

The TWL strips

Use The TWL strips on your own rhythm. Easy travel option.

AS NEEDED

Touch-up session

Most patients touch up every 6 months to 2 years.

REMEMBER

Be good for 48 hours. Maintain for life. That's the whole program.

03 · IF YOU FEEL ZINGERS

Sensitivity passes. Treat it — don't panic.

Whitening opens enamel pores, which can leave teeth temporarily sensitive to hot, cold, and air. It's normal. It almost always settles within 24–72 hours.

DO THIS

Apply our Recovery Serum first.

Built for this. Calms zingers and reseals the surface fast — use it the night of your session.

Then brush with Sensodyne.

Don't rinse afterward let it sit on the teeth and do its job.

Lukewarm everything.

Skip ice water and very hot drinks for a few days.

AVOID FOR 3–5 DAYS

At-home whitening.

Pause trays and strips for 3–5 days. Let enamel rehydrate first.

Whitening toothpaste.

It can compound sensitivity. Stick to Sensodyne for life.

Acidic recovery shots.

Lemon water, kombucha, vinegar drinks — they all sting open enamel.

ASKED & ANSWERED**FAQ**

How long will it last?

Most patients touc-up every 6months to 2 years.

What about veneers or crowns?

We can lift stains off veneers, crowns, and artificial restorations. We can't change the fabricated color.

Can I whiten again?

Yes. Touch-up when your shade tells you to.

Is it safe for enamel?

Yes. Our gel is enamel-safe and performed by licensed pros.

48

HOURS
NO STAINS

Be good.

Two days of discipline buys you
a result worth showing off.

→ THEN COMES THE FOREVER PART

WE BRIDGE THE GAP.

The Whitening Lab exists because strips, trays, and any other at-home kit are formulated to a consumer-safe ceiling—they can't lift teeth the way a clinical-grade, calibrated, monitored chair-side session can. That's the gap. Chair-side closes it in one hour.

AT-HOME / MAINTENANCE

- Strips & bleaching trays (we make both)
- Consumer-safe peroxide ceiling
- Great for holding your shade
- Lifts surface stains, on your schedule
- Can't match a clinical lift — by design

CHAIR-SIDE / THE WHITENING LAB

- Clinical-grade actives
- Calibrated exposure, monitored every minute
- Whitens three layers deep into the enamel
- Whitest shade we can get in one hour
- Performed by licensed clinical pros

THE TAKEAWAY

**YOUR RESULTS LAST AS LONG AS
YOUR MAINTENANCE IS GOOD.**

Maintain at home with strips or trays, or come back for a touch-up — either way, you stay whitened. If you're great at upkeep, we may never see you again. That's the goal.

HOW IT GOES.

01**INTAKE**

Shade match. Health check. We confirm you're a candidate.

02**PREP**

Lip retractor. Gum barrier. Protective eyewear. Zero contact with soft tissue.

03**ACTIVATE**

Clinical-grade gel + heat and ultrasonic technology. Three rounds. We monitor every minute.

04**REVEAL**

New shade tab. Photos. Post-care kit. You leave whitened.

ASKED & ANSWERED

Q. Will it hurt?

Sensitivity is a known side effect of any whitening — at-home or chair-side. We minimize it with calibrated exposure and a desensitizing finish. We won't promise zero zingers; we will promise we know what we're doing.

Q. How white is white?

Most clients shift 4–14 shades in one session. We whiten three layers deep into the enamel and pull you as white as we can get you in the hour you're in the chair. Genetics and starting shade decide the ceiling.

Q. How long does it last?

As long as your maintenance is good. We give you the whitest shade we can in one session — after that, you're managing surface stains. Maintain at home with strips or trays, or come back for a touch-up. It's on the upkeep, not the diet.

Q. Crowns, veneers, bonding?

We can't change the color of artificial restorations. But they're porous — we lift surface stains and whiten the natural teeth to match.

THE SHORT VERSION**ONE HOUR IN THE CHAIR. THE REST IS MAINTENANCE.**

WE'RE THE ONLY BRAND ACTUALLY WHITENING TEETH

Performed by licensed clinical pros. Proprietary formulas. Calibrated protocols. Safety-first, then results-driven — in that order, always. We're not a spa. We're a lab.

THE MISSION

A BRIGHTER WORLD, ONE SMILE AT A TIME.
WE'RE HERE TO CHANGE THE WAY THE WORLD SMILES.

WHAT YOU'RE WALKING INTO

CLINICAL

Not a spa. A treatment room.
Calibrated gel, monitored exposure,
three layers deep into the enamel.

HONEST

Can't change the color of crowns or
restorations — but they're porous,
so we lift surface stains to match.

YOURS TO KEEP

We hand you the whitest shade we
can in one hour. Maintain at home
with strips or trays, or come back.
Your call.

BEFORE THE CHAIR

SIGN THE CONSENT.

Online via the booking link, or in-studio on paper. No signature, no session.