

Teeth Whitening

Market Sentiments

Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.

Interest over time

[Learn what these numbers mean](#)



Regional Interest

Shows general market interest online according to geographical location

Regional interest

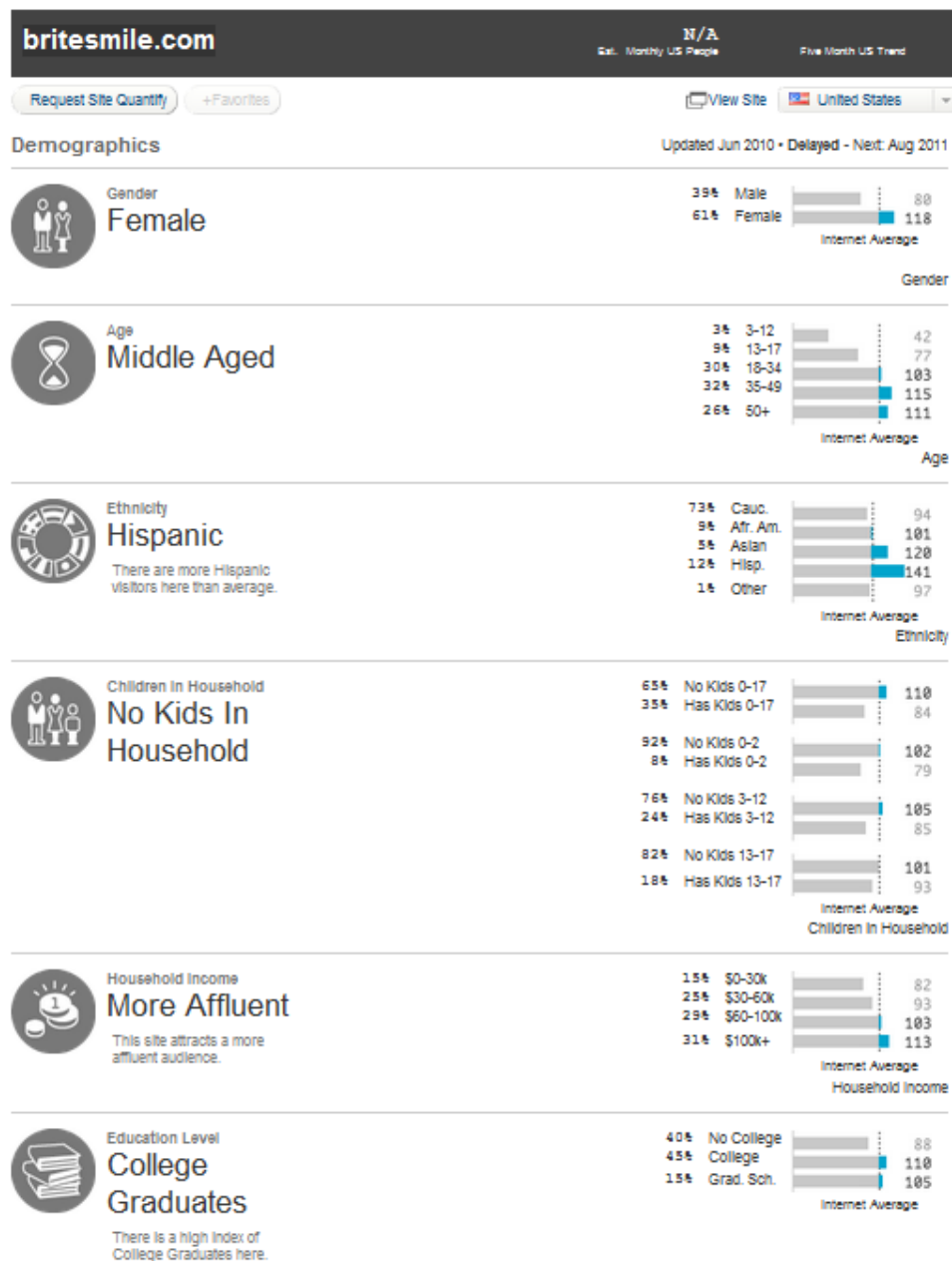
1.	Ireland	100
2.	United Kingdom	61
3.	Australia	49
4.	New Zealand	45
5.	United States	40
6.	Singapore	31
7.	South Africa	29
8.	Canada	28
9.	Philippines	20
10.	United Arab Emirates	16

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

Demographics (data based on britesmile.com)

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

Psychographics (data based on 3dwhite.com)

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.

Audience Also Likes

Updated Aug 2011 • Next: Sep 2011

Data Source: United States Monthly

	Affinity	
Pharmacy	4 . 8x	<div></div>
Kids	4 . 6x	<div></div>
Events/Tickets	3 . 9x	<div></div>
Healthcare	3 . 9x	<div></div>
Consumer Goods	3 . 7x	<div></div>



Frequently Asked Questions

- Do teeth whitening products really work?
- Does anyone know any easy, fast tips to whiten your teeth at home?
- Are there household remedies for teeth whitening?
- What teeth whitening and spot products actually work?
- Any over the counter or home remedies you can recommend for whitening teeth?
- Is laser teeth whitening better at making the teeth white as compared to the trays?
- What is the best teeth whitening toothpaste?
- What is the best teeth whitening for my sensitive teeth?
- Does teeth whitening whiten your teeth or just your enamel?
- What teeth whitening strip product do you suggest?
- What can i use to whiten my teeth without a dentist or whitening strips?
- What are some inexpensive teeth whitening strips that work?
- What teeth whitening products work the best?
- What is the best method for teeth whitening?
- Does a dentist teeth whitening make a big difference on yellow teeth?
- Can i use teeth whitening strips after getting dental work?
- What are the main differences cosmetic teeth whitening and teeth whitening performed in a dental office?
- What are the types of teeth whitening and how are they different?

- How long does tooth whitening powder take to whiten teeth?
- What teeth whitening product do you recommend?
- What teeth whitening products are available for people allergic to mint & mint flavoring?
- Is laser teeth whitening really the only way to whiten teeth?
- What is the best teeth whitening system, product, or procedure and what are the costs?
- What is the best teeth whitening tooth paste?
- Can anyone tell me which home teeth whitening kits work?
- How long does teeth sensitivity last from whitening strips?
- Do teeth get whiter or darker in the 48 hours after whitening?
- What is the average cost for teeth whitening inside a dental office or similar clinic?
- How effective is teeth whitening and how much does it cost?

Problems & Frustrations

- **Unsure of how to get rid of yellow teeth**

So i was just wondering about how to get rid of my yellow teeth. So are there any products to get rid of this but not too pricey?

Since I was born I have abnormally yellow teeth due to medicine stains. Imagine a deep yellow coloured teeth, but with white patches. Now I am in my late teens, I really am aware of my teeth and plan to have them whitened either before the New Year or when I am older. I was wondering if anyone had any advice as to how I could just get on with my life without worrying about my teeth everywhere I go, it's making me both shy and unsociable as in my head I am constantly thinking "If I talk to much people will think my teeth are strange."

i have been having teeth problem for quite a long time. ok so here's the problem, my teeth are slightly yellow and i believe these are caused by coffee and smoking. but however, my front two teeth seems to be more yellow than the others and sometimes there are white spots on the front two teeth. so i was wondering what is the causes and is there any solution for it??

- **Brushing problems**

Ok so I just recently asked my dentist about tartar and he said that I might just have brushing problems. My teeth aren't as white as I see everyone else's and I feel really uncomfortable now because I want my teeth whiter, he said that I probably have just been brushing them wrong, I have of course you're supposed to brush with a 45 degree angle

down dowager the gums and I've been brushing head on. He suggested a automatic toothbrush to help get the plaque off easier and I bought one. I've been brushing for about a week now and my teeth have been kind of better but still not that white. My question is, will they get even whiter? Do I have to brush for longer to notice changes? What are some of your tips? I brush every morning and night, should I brush 3 times a day and will that make a difference?

- **Tried all forms of over the counter teeth whitening treatments but not seeing desired results**

I have tried almost every form of over the counter teeth whitening, such a Crest whitening strips and multiple other products, but none seem to have the results that I am desiring. I have briefly researched teeth whitening through my family dentist. My question is concerning the fact that whether or not whitening through my dentist will help me or not since these other products have failed to bring me the results I have desired. Lastly, what are the risks of professional teeth whitening?

I have tetracycline stained teeth (due to treatment as a child). My teeth are quite dark. I've tried crest white strips and a few other over the counter products but I've had no luck. Is there anything I can do to get rid of the staining? I don't want to have to get veneers because of this.

I bought a tooth whitening kit direct from an internet shop and have been trying it for ten days now but I have not seen much of a result yet. The colour of my teeth look similar to what they used to be. When I put the trays in, the trays are too big for my mouth and seem

to make my mouth produce a lot of saliva and then the trays fall out and are generally very messy. Do you know what I need to do to get better results than this?

- **Got white spots from using teeth whitening trays**

I decided to try Aquafresh white trays. But big mistake. I have just finished my first time with them and am left with white spots. Only a few but enough to drive me insane. What can I do to make these go away? Do they ever fade?

I had Zoom 1 week ago and did 4 sessions of 15 minutes. I did get some improvement but my teeth are now spotty and did not get as white as I wish they had. I think they are still quite yellow and would like to see at least a few more shades of improvement. I was given Nite White 22% gel with trays for home touch ups. If I use this, will it give me more whitening than I already had from the Zoom or is that the best they will get without veneers? If it will result in more whitening, how soon can I use them. I only have mild sensitivity in 1 tooth and tolerated the Zoom very well.

- **Tried whitening toothpastes with calcium for months but it doesn't work**

My baby teeth are pure white and when I have an adult one, they are all yellow. I've tried whitening toothpastes with calcium for months but it doesn't work.



- **Brushing teeth regularly but teeth are still yellow**

I brush my teeth twice a day, but despite this my teeth are quite yellow (from my perspective). Could somebody advise me about what to do or am I getting worked up over nothing?

- **Bad experience from using teeth whitening products**

I have a bit of enamel loss on the bottom tips of my front teeth. It's not very noticeable, but if I look closely I can see that the teeth are more translucent in spots there. The problem is that I want to whiten my teeth SOOOOO bad. I would go out and buy GoSmile or whatever like yesterday if I was not concerned about this problem. I tried a sample of it from Sephora a while ago and afterwards the more translucent parts of some of my teeth with the problem looked darker than before using it. It scared me from doing the whole program. As obviously you can only bleach and whiten the enamel, so the contrast between that and the parts that it wouldn't be able to lighten would make it stand out and look horrible. At least I think so. Is there anyone who has some spots of enamel loss that has whitened your teeth? How did it look? What happened to the parts with less opaque enamel? I really just want white teeth, and I was so motivated to just do it before I noticed that problem.

- **Unsure of use of the teeth whitening tray or strip**

Has anyone ever used these Aqua Fresh Trays? Is it okay to swallow? The trays make my mouth water like crazy.

It's the third day of my whitening (Crest Supreme) and I think that my gums around my teeth are white and sensitive, is it possible that the gel is whitening gums around the teeth???The

gums are so sensitive that when I touch the gum(trying to move this white stain by my nail,)a little blood is coming out), I don't know what to do I am a little afraid by this symptoms. Maybe they are too sensitive for whitening, I have a little tooth sensitivity, and a little gum discomfort, but my gums are white around my teeth, maybe i should clean my teeth better after whitening ?

Will tooth-whitening strips hurt if you have a cavity or exposed nerve? I doubt I have either of those things, as I just had a great check-up. But I've had problems with tooth sensitivity and gum recession in the past. I remember reading years ago that that tooth-whitening stuff that you brush onto your teeth (I'm not sure if they make it anymore) REALLY hurts if you have tooth problems that you don't know about. Is the same true for the whitening strips?

Started using crest whitening strips today. I am supposed to keep them in for 30 minutes twice a day. The problem is, I cannot stop salivating. The spit gathers in the bottom of my mouth, and messes up the bottom whitening strip. Are there any tricks out there to stop salivating for an hour? Can I just stuff some cotton under my tongue? Alternately, is it safe to just swallow the saliva?

- **Unsure whether false teeth can be whitened along with natural ones**

I'm looking for some advice: In 1992 I lost two permanent teeth in a cycling accident, and since 2001 I've had what's called a Maryland Bridge. It's a pair of convincing false teeth cemented to my natural teeth either side of it. I've always been very pleased with it but am frustrated as it seems to be an obstacle to whitening. Does anyone have any ideas about how false teeth can be whitened along with natural teeth? The only option I can think of so

far is for the bridge to be covered by two cerinate lumineers, which cost several hundred pounds each. I'd like to think there was another option.

- **Results from using whitening strips disappeared after weeks**

I've used Crest whitening strips and was very pleased with the results, but as a smoker and coffee drinker (ssssh!), I found the results disappeared after a few weeks. Now I'm thinking of getting my dentist to make a tray for me - you know the kinda treatment I mean - you fill the tray with gel and wear it for a couple of weeks..... I was wondering before I splurge \$300 on it, if any of you have gone that route and if the results lasted longer than just a few weeks (bearing in mind my bad habits!)?

- **Need of caffeine boost during course of teeth whitening treatment**

Just about to undergo a course of teeth whitening treatment at my dentist. I've given up smoking in preparation, but have now been told that I can't drink tea, coffee or cola during the treatment, which will last 3 weeks. Not drinking cola isn't a problem but unsure on how to cope without the tea or coffee as I need a good strong caffeine boost in the morning just to get me moving. Any suggestions?

- **Unsure of reversing the damage to teeth caused by smoking**

How bad it is for our teeth if we smoke 6 pack of cigarettes a week? Or just simply smoking, how much damage is our teeth getting? I am a smoker and one friend of mine notice my yellow teeth and black gum and she said it's because of my smoking. Is it true?