**WHITENING SOCIAL POSTS**

SOCIAL POST 1

HEADLINE

“As someone with sensitive teeth, Philips Zoom whitening is perfect for me.”

—Sascha, first-time teeth whitening patient

CAPTION

Get ready to (smile emoji) with confidence. Curious if Philips Zoom is right for you? Talk to us at your next appointment and we’ll create a treatment plan that fits your lifestyle and smile goals.

SOCIAL POST 2

FRAME 1

Know the difference:

Intrinsic vs. extrinsic stains

FRAME 2

Intrinsic stains

Affects the inner layer of the teeth

Causes:

Medication

Food-drink

Fever/illness

Aging

Smoking

FRAME 3

Extrinsic stains

Also known as surface stains

Causes:

Smoking

Food/drink

Bacteria from plaque buildup

CAPTION

Stains happen. Whether you have intrinsic or extrinsic discoloration, #PhilipsZoom professional teeth whitening can deliver results that shine. (sparkle emoji) Talk to us at your next appointment and we’ll help you get started with a customized treatment plan.