

Walk into any coffee shop on Richmond Row and you will see the two biggest enemies of a bright smile lined up behind the bar: espresso and tea. Add red wine on the weekend, a few months of winter comfort food, and London's naturally high iron content in some neighbourhood water, and surface stains creep in faster than most people expect. As a cosmetic dentist who has practiced in Southwestern Ontario for over a decade, I see the same pattern every week. Patients want a healthy, believable white that suits their face and doesn't look fluorescent in photos. They also want clear numbers, not guesses, about cost, sensitivity, and how long the results last.



Here is a practical guide to teeth whitening in London, Ontario. It is grounded in what works here, what it costs in local dental clinics, what results to expect, and how to avoid the common pitfalls. Whether you are searching for a cosmetic dentist for a single in office session or you are comparing at home trays from a dental clinic in London to pharmacy strips, the right choice depends on your stain type, timeline, and tolerance for touch ups.

What whitening can and cannot change

Whitening gels lighten natural tooth structure by breaking down pigmented molecules in enamel and the top layer of dentin. It works best on stains from coffee, tea, tobacco, curry, and the slow yellowing that comes with age. If your starting shade is in the A3 to A4 range on the common Vita scale, moving to A2 or A1 is a realistic target. Some patients reach B1, the bright end of natural white, but that hinges on enamel thickness and habits.

There are clear limits. Whitening does not change the color of porcelain crowns, veneers, or existing composite fillings. If your front fillings were matched to a darker shade years ago, making your natural enamel lighter will highlight that mismatch. Good planning avoids that awkward stripe effect or the telltale darker triangle near the edge of a veneer. In those cases, we whiten the teeth first, [best dentist in London Ontario](#) then replace visible fillings two to three weeks later to match the new shade.

Intrinsic stains from childhood tetracycline use or moderate fluorosis are tougher. They are built into the tooth structure and can show as banding or patchiness. Extended at home whitening with custom trays can soften those stains over several months, but they rarely disappear fully. Some patients pivot to minimal preparation veneers for the most visible teeth after an initial brightening to set the baseline. White spot lesions after braces also behave differently. High concentration bleaching can make the white spots look even whiter at first. Microabrasion, topical remineralization, or resin infiltration are sometimes better first steps before any general whitening.

Non vital teeth, those that have had a root canal, can grey over time. They respond poorly to external whitening alone. Internal bleaching, performed by a dentist through the back of the tooth, can often lift a dark front tooth by a few shades in two to three short visits. If you have one tooth darker than its neighbours, ask your dentist in London, Ontario whether internal bleaching is indicated before you start tray whitening, otherwise your single dark tooth can remain a half step behind everything else.

The main ways to whiten in London, Ontario

Patients usually weigh three routes: in office whitening, custom at home trays from a cosmetic dentist, and over the counter products. A fourth option, whitening toothpaste, is better thought of as maintenance than treatment. Most reputable dental clinics in London offer at least the first two.

- In office whitening at a dental clinic: Concentrations commonly sit around 25 to 40 percent hydrogen peroxide, carefully isolated from gums. One to two hours in the chair can produce a noticeable change the same day. Good for tight timelines before a wedding, graduation, or headshots. Sensitivity can spike for 24 to 48 hours but usually settles with desensitizers.
- Custom take home trays from a dentist: Thin, contoured trays are made from impressions or scans. Gels are usually 10 to 22 percent carbamide peroxide, which is gentler and worn for 30 to 90 minutes a day or overnight, depending on the formula. Expect a steady lift over 10 to 14 days, with easy touch ups months later. This is the most cost efficient option for long term maintenance.
- Over the counter strips and paint on gels: Hydrogen peroxide content is lower, often up to about 6 percent by regulation for retail products. They can work well for people with mild staining and straight teeth. Results plateau sooner, and fit issues can leave the gumline darker.
- Whitening toothpaste: These remove surface stain with abrasives and sometimes chemical agents. They do not change the underlying color the way peroxide does. Useful to slow down re staining after treatment.

What it costs in London, Ontario

Sticker shock is avoidable if you know the ranges. In my experience across local practices:

- In office whitening typically runs 350 to 900 CAD in London, depending on the system used, session length, and whether the fee includes a set of custom trays for future touch ups. The most common landing zone is 450 to 700 CAD for a single visit with desensitizing and post whitening polish.
- Custom take home trays with several syringes of gel usually cost 200 to 450 CAD. Replacement gel syringes for touch ups range from 25 to 60 CAD each. Most patients use one to two syringes for a full initial course, then a half syringe here and there for maintenance.
- Over the counter options range from 30 to 120 CAD for a two week kit, depending on brand and count.

Dental insurance in Ontario rarely covers whitening because it is categorized as cosmetic. It is worth asking your plan, but reimbursement for bleaching is the exception. A tip that helps with budgeting: dental services provided by licensed dentists are generally HST exempt in Canada. That means in office whitening and dentist dispensed tray systems are usually not taxed. Pharmacy purchases are subject to HST.

If a practice is quoting far below the common range, ask what is included. Occasionally, a discounted fee excludes pre whitening cleaning, a desensitizing phase, or follow up gel. A low price that creates two extra visits or leaves you buying add ons later is not a bargain.

What a whitening appointment looks like

A thorough cosmetic dentistry visit in London, Ontario starts with a short exam. We check for active decay, leaking fillings near the gumline, and recession that exposes root surfaces. Peroxide does not lighten root structure the same way it does enamel and it can irritate exposed dentin. If you have untreated sensitivity already, we might stage a week of desensitizing toothpaste or fluoride varnish first.

A quick cleaning to remove plaque and calculus makes a big difference. Gel cannot lift stains it can't reach. From there we photograph your starting shade with a standardized shade tab, not as a social media trick, but because it keeps the process honest when you look back.

For in office whitening, we isolate gums with a light cured barrier and cotton rolls, then place the gel in several short rounds, usually 10 to 20 minutes each. Some systems include an activation light, but the science indicates the heat from lights can drive a transient, slightly faster result rather than a fundamentally better one. I use a lamp sometimes to help patients visualize progress in the mirror, but I do not sell it as a magic accelerator. Between rounds, the gel is suctioned away and replaced. Patients often feel transient zingers near the end. A five minute application of potassium nitrate and fluoride at the finish line quiets most sensitivity.

Custom tray systems require an impression or digital scan. We fit the trays at a follow up, confirm they seal at the gumline without impinging soft tissue, and practice placing rice grain sized dots of gel in each tooth pocket. That tiny amount matters. Overfilling a tray is the fastest route to sore gums and wasted product. Patients with a tight schedule often combine a single in office session for a jump start with a week of trays to refine the shade.

Results you can expect, and how long they last

Measured in shade guide steps, a typical healthy adult in London who limits coffee and tea during treatment gains two to five shades with in office whitening and two to four shades with a standard two week tray course. Teeth that start very dark have more headroom, so they can move further. Very white starting shades, like A1, have less room to move and should be approached gently.

Teeth continue to rehydrate and stabilize for about two weeks after whitening, which is why we avoid replacing visible fillings until that window closes. Longevity ranges from six months to three years, with most patients landing around the 12 to 24 month mark before they feel the need for a touch up. The biggest variables are dietary staining, smoking, and enamel thickness. A latte every morning plus weekend red wine will shorten the honeymoon. Sipping water between pigmented drinks, using a straw for iced coffee, and rinsing after curries or berries pays off over time.

Touch ups are simple. One or two nights in trays every few months keeps most smiles in the desired zone. I advise patients to save a single unused syringe in the fridge for a pre event polish, then restock at their hygiene visit.

Safety, sensitivity, and who should wait

Peroxide whitening has been studied for decades. When used correctly, it is safe for enamel and soft tissues. The two predictable side effects are cold sensitivity and gingival irritation. Sensitivity peaks in the first 24 to 48 hours, then eases. Using a potassium nitrate toothpaste for one to two weeks before whitening reduces the odds of a spike. Shorter daily wear times, skipping a day between at home sessions, and finishing with a calcium phosphate paste all help.

Gum irritation almost always traces back to too much gel in a tray or poorly fitted drugstore strips. If you feel a burning sensation, remove the tray, dab the gums dry, and apply vitamin E oil or a fluoride gel. Resume the next day with less material. For in office care, well placed barriers and suction are the safeguards.

Certain patients should hold off. Pregnant and breastfeeding individuals are advised to delay whitening because we avoid non essential procedures during those periods. Anyone under roughly 16 to 18 years, depending on tooth maturity, can experience disproportionate sensitivity because the pulps are larger and closer to the surface. Active cavities, untreated gum disease, and cracked enamel are red flags that need attention first.

Special cases I see in practice

Tetracycline staining often presents as gray or brown bands. I set expectations early: think of softening the contrast rather than erasing it. A prolonged low concentration at home protocol, sometimes three months of nightly 10 percent carbamide peroxide with frequent desensitizing breaks, does more good than a single intense in office day. Porcelain veneers on the social six or eight front teeth can be considered after that foundation is set.

Fluorosis leaves white speckles or chalky patches. Microabrasion can blend superficial spots. For deeper patches, resin infiltration can even out the appearance by changing how the area refracts light. If you plan to whiten overall, treat the white spots first, then bleach the whole arch, otherwise those spots can become more prominent temporarily.

Non vital internal bleaching works well when the tooth darkened recently and the root canal seal is intact. If the tooth is heavily restored, dark because of embedded metal posts, or missing a lot of structure, masking the color with a crown may be better long term.

Transparency at the edges of front teeth is another aesthetic nuance. Highly translucent incisal edges do not carry as much pigment, so they will not whiten at the same rate as the body of the tooth. A very aggressive whitening course can make those edges appear slightly bluish by contrast. Planning the endpoint around your tooth architecture keeps the result natural.

Choosing a cosmetic dentist or dental clinic in London

There are many providers of cosmetic dentistry in London, Ontario, from boutique practices near Victoria Park to family clinics in Oakridge and Byron. A few signals help you choose well.

Ask whether a full exam and cleaning are part of the plan. A rushed bleaching without diagnosing sensitivity triggers is asking for a rough week. Look for documentation habits, like shade photos before and after, because they correlate with careful technique. Ask what desensitizing steps are included and which concentration they prefer for your enamel. For people with receding gums, a dentist who suggests a lower concentration over more days rather than more heat and higher concentration in one sitting is thinking long term.

If a dental clinic in London advertises a light activated miracle in a single 60 minute session with no sensitivity, be cautious. A fast lift is possible, but permanent zero sensitivity is not something an honest clinician promises. If your schedule is tight, a balanced approach might be a shorter in office visit to start, then a week of trays at home. Clinics that offer both options, plus a maintenance plan, give you more control over cost and comfort.

Preparing for whitening and caring for results

A little structure improves comfort and outcomes. Use this short checklist to set yourself up and to make results last.

- Two weeks before: switch to a toothpaste with potassium nitrate. If you tend to get sensitive, brush it on and spit without rinsing at bedtime.
- One week before: book or complete a hygiene cleaning. Remove plaque and tartar so the gel contacts enamel evenly.
- During treatment: pause coffee, tea, red wine, and dark sauces. If you must, rinse with water after and wait at least 30 minutes before brushing to avoid brushing acids and pigments into softened enamel.
- First 48 hours after: avoid very hot or very cold drinks. Use a straw for iced beverages. Apply a desensitizing gel in trays for 10 minutes if zingers crop up.
- Long term: plan touch ups every 3 to 6 months with one or two tray sessions, sooner if you notice a shift. Keep one syringe refrigerated for pre event boosts.

Timing around life events and dental work

If your wedding is in June, do not book a whitening session the day before the rehearsal dinner. Build in at least two weeks to allow the shade to stabilize and to replace any front fillings if needed. For graduation photos, start trays four weeks prior so you have room to pause if sensitivity flares during exam season. Actors and on camera professionals tend to keep custom trays ready for quick touch ups before auditions and headshots.

If you are planning Invisalign or braces, consider whitening timing carefully. Whitening during clear aligner therapy is often possible using the aligners as trays, but results can be uneven if attachments cover parts of the

tooth. With fixed brackets, wait until they are off. If you are replacing crowns or veneers, whiten first, stabilize for two weeks, then match the ceramics to the new baseline.

Common questions I hear, answered simply

How white is too white for me? Bone white shades can look harsh against darker complexions and in low light. I try in person shade tabs against the sclera of your eyes and the whites of your eyes usually set a tasteful ceiling. If a patient insists on the brightest possible result, we map it and show how existing fillings might then require replacement.

Do lights work? The short answer is that heat can drive a temporary dehydration and a slight early boost, but the endpoint after two weeks tends to be similar with or without a lamp, assuming equal peroxide concentration and time. Safety and isolation matter more than gadgets.

Will I damage my enamel? Used as directed, no. Enamel is not dissolved by peroxide at cosmetic concentrations. Overuse can dry the tooth temporarily and increase sensitivity. That is managed with breaks and desensitizers.

What if only my canines look dark? Canines carry more dentin and naturally appear a half shade darker. A short targeted course on the canines only, then a brief blended cycle for the full arch, evens the gradient without over bleaching the central incisors.

Is there such a thing as permanent whitening? Enamel picks up pigments over time, so maintenance is part of the deal. Think of whitening as setting a baseline and touch ups as your way to keep it there.

Local habits that shape results in London

Our city runs on coffee, not just in the core but on campus at Western and Fanshawe. Students tend to do best with tray systems because budgets are tighter and schedules unpredictable. Trays let you pause during exam weeks, then pick up without losing ground. Retirees who prefer tea all day benefit from a longer initial course with lower concentration, plus strict rinsing habits. Runners and cyclists often sip sports drinks that are acidic and pigmented. Rinsing with water after long workouts preserves enamel and the whitening effect.

Water composition matters, too. If you notice orange or brown staining at the gumline even with good hygiene, iron in well water can be a factor on the outskirts of the city. A dentist in London, Ontario can advise on cleaning frequency and safe stain removal methods before you embark on whitening, otherwise the gel's effect will be uneven.

A realistic path to your goal shade

If you want a natural, healthy brightness that holds up on camera and across seasons, start with a consult at a dental clinic in London that does cosmetic dentistry daily. Expect an exam, photos, and a conversation about your habits. If time is tight and you want a fast lift, schedule an in office session with a desensitizing plan and book a follow up for trays. If you are budget conscious and patient, ask for custom trays and a lower concentration gel over a two week course, then plan touch ups around your calendar. If your case is complex, like banded tetracycline stains or a single dark non vital tooth, consider a staged plan that might include internal bleaching or conservative bonding after whitening.

The goal is not an abstract "whitest possible." It is a shade that fits your features, your lifestyle, and your willingness to maintain it. When chosen and timed well, teeth whitening in London, Ontario is straightforward, safe, and satisfying. With a clear plan and a measured approach, your smile will look like you, just a touch fresher, and ready for whatever your calendar holds next.

Paradigm Dental — Business Info (NAP)

Name: Paradigm Dental

Address: 532 Adelaide St N, London, ON N6B 3J4, Canada

Phone: (519) 672-3232

Website: <https://paradigmdental.ca/>

Email: info@paradigmdental.ca

Hours:

Monday: 8:00 AM – 5:00 PM

Friday: 8:00 AM – 3:00 PM

Open-location code (Plus Code): XQV8+3Q London, Ontario

Map/listing URL:

<https://www.google.com/maps/place/Paradigm+Dental/@42.9926997,-81.2356417,17z/data=!4m7!3m6!1s0x882ef3007061d71f:0x772b512bba5c2781.2330668115sChZQYXJhZGlnbSBEZW50YWwTG9uZG9uWhgiFnBhcmFkaWdtIGRlbnRhbCBsb25kb26SAQ1kZW50YWwxfY2xpbnlj4AEA!16s%2Fg%2F>

Embed iframe:

Socials (canonical https URLs):

Facebook: <https://www.facebook.com/61577765603392/>

<https://paradigmdental.ca/>

Paradigm Dental is a family dental clinic in London, Ontario providing general dentistry and a range of in-office dental care services.

Patients can request an appointment for routine exams and cleanings, restorative dental work, and other clinic services listed on the website.

The office address is 532 Adelaide St N, London, ON N6B 3J4, Canada.

To contact Paradigm Dental, call (519) 672-3232 or email info@paradigmdental.ca.

Hours currently listed are Monday 8:00 AM–5:00 PM and Friday 8:00 AM–3:00 PM.

For directions and listing details, use the map listing:

<https://www.google.com/maps/place/Paradigm+Dental/@42.9926997,-81.2356417,17z/data=!4m7!3m6!1s0x882ef3007061d71f:0x772b512bba5c2781.2330668!15sChZQYXJhZGlnbSBEZW50YWwgTG9uZG9uWhgiFnBhcmFkaWdtIGRlbnRhbCBsb25kb26SAQ1kZW50YWxfY2xpbnlj4AEA!16s%2Fg%2F>

Follow updates on Facebook: <https://www.facebook.com/61577765603392/>

Popular Questions About Paradigm Dental

Where is Paradigm Dental located?

Paradigm Dental is located at 532 Adelaide St N, London, ON N6B 3J4, Canada.

How do I contact Paradigm Dental?

Phone: [+1-519-672-3232](tel:+15196723232)

Email: info@paradigmdental.ca

Website: <https://paradigmdental.ca/>

What are the hours for Paradigm Dental?

Hours listed: Monday 8:00 AM–5:00 PM and Friday 8:00 AM–3:00 PM.

What services does Paradigm Dental offer?

The clinic lists services such as examinations and cleanings, fillings, crowns/bridges, dentures, root canal therapy, orthodontic options, dental implants, and other dental care services (availability can vary).

How do I get directions to Paradigm Dental?

Use the Google Maps listing for turn-by-turn directions:

<https://www.google.com/maps/place/Paradigm+Dental/@42.9926997,-81.2356417,17z/data=!4m7!3m6!1s0x882ef3007061d71f:0x772b512bba5c2781.2330668!15sChZQYXJhZGlnbSBEZW50YWwgTG9uZG9uWhgiFnBhcmFkaWdtIGRlbnRhbCBsb25kb26SAQ1kZW50YWxfY2xpbnlj4AEA!16s%2Fg%2F>

Landmarks Near London, ON

- 1) [Victoria Park](#)
- 2) [Covent Garden Market](#)
- 3) [Budweiser Gardens](#)
- 4) [Western University](#)
- 5) [Springbank Park](#)