

**Wright, Dean**

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**From:** Karen Ashby [karen.ashby@monash.edu]  
**Sent:** Thursday, 19 January 2012 11:56 AM  
**To:** Leach, Joshua  
**Subject:** Re: teeth whitening data request [SEC=UNCLASSIFIED]

Hi Josh,

After a good search using a couple of different strategies I have not been able to unearth much in the way of injury cases related to teeth whitening.

I firstly searched for the list of product names you sent plus the terms "whitening", "bleaching", "hydrogen peroxide", or "hydrogen carbomide". Over the period 1996 to 2010 there were only 3 cases that clearly stated that they were related to teeth whitening processes:

1) teeth whitening procedure

2) teeth whitening

3) POISONING / OVERDOSE PT EATEN WHITENING TOOTHPASTE. POISON LINE TOLD PARENT TO BRING STRAIGHT IN. UNKNOWN QUANTITY. CONTAINS PEROXIDE AND BAKING SODA.

The first two are adult males both treated in "trade or service areas" so possibly a dentist. Both were coded to "contact burns" for cause.

The third is a one year old child who accessed the toothpaste at home. This case was coded as a poisoning.

In the second instance I searched for any injury associated with chemical burns, inflammation or blistering to the gums, teeth or lips. There is no specific body region code for these body parts, just a body region code for "face excl eye", nor is there a blistering or inflammation code among the Nature of Main Injury variable. So the best I could do was term search for "lips", "gums", "teeth", "blistering", "inflammation" in the free text. Due to the large potential number of cases I limited my search to the 2010 year only. I found:

\* 24,338 cases where that had either a Nature of Injury of 'Dental' or Body Region code of 'Face excl eye'.

\* 3,307 cases were left when I limited this to cases including the text terms "lips", "gums", "teeth", "blister", "burn", "inflammation".

There were quite a number of these that were lip lacerations, teeth loss or injury from assaults. In the end there were about 60 cases of swollen lips, blistering, abrasions etc.

So after a good deal of "fishing" there was very little found. I'm not sure if that is helpful in itself.

Cheers

Karen

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Ms Karen Ashby  
Manager - Data Quality Improvement and Consumer Product Safety

27/02/2012

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Note new email: [karen.ashby@monash.edu](mailto:karen.ashby@monash.edu)  
Note new phone number: 03 9905 1806  
Working Tuesday-Thursday

On 17 January 2012 14:30, Leach, Joshua <[Joshua.Leach@acc.gov.au](mailto:Joshua.Leach@acc.gov.au)> wrote:

Hello Karen,

Thank you for your time on the phone.

Some of the teeth-whitening brands we have seen are listed below:

- Bdazzled
- Crest
- Whiter Smile
- Ozbrite
- DaVinci
- White My Bite
- Whitesmile
- Daywhite
- Nitewhite
- Sunshine Health
- Pro Teeth Whitening
- Arctic White
- Whitestrips

Some other key terms are:

- Teeth whitening kit
- Bleaching kit
- Whitening gels
- Whitening strips
- Whitening pens

Sincerely,

27/02/2012

Joshua Leach

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Product Safety Branch  
Australian Competition and Consumer Commission  
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**Make safe — Buy safe — Use safe** Find out how at [www.productsafety.gov.au](http://www.productsafety.gov.au)

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