

**Wright, Dean**


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**From:** ROBINSON, Jeff [Jeff.ROBINSON@austin.org.au]  
**Sent:** Friday, 27 January 2012 10:51 AM  
**To:** Leach, Joshua  
**Subject:** FW: teeth-whitening data query from ACCC [SEC=UNCLASSIFIED]  
**Attachments:** Teeth Whitening product calls to VPIC requiring medical assessment June 2005 to 26th January 2012.xls

Hello Joshua,

I am contacting you in response to Jared Brown's email below.

I have checked our call database here at the Victorian Poisons Information Centre (VPIC) for teeth whitening product calls that required medical assessment. The attached spreadsheet contains these calls, covering the period 1/6/2005 to 26/1/2012.

Regards,

Jeff Robinson

Manager

VPIC

Austin Hospital

Heidelberg Victoria 3084.

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**From:** Jared Brown (SCHN) [mailto:jared.brown@health.nsw.gov.au]  
**Sent:** Tuesday, 24 January 2012 5:42  
**To:** 'Ann-Maree Lynch (ann-maree.lynch@health.wa.gov.au)'; 'carol\_wylie@health.qld.gov.au'; ROBINSON, Jeff  
**Subject:** FW: teeth-whitening data query from ACCC [SEC=UNCLASSIFIED]

Hi all,

I have just had discussions with the ACCC regarding the below query about teeth whitening agents as they have flagged it as an area of concern from their own collected reporting. I extracted our calls using the search strategy in the 2<sup>nd</sup> worksheet of the attached spreadsheet and then individually reviewed for relevance. If you could assist by sending through your PIC data to Joshua Leach [Joshua.Leach@accg.gov.au](mailto:Joshua.Leach@accg.gov.au) that would be greatly appreciated.

Regards,

Jared

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**From:** Leach, Joshua [mailto:Joshua.Leach@accg.gov.au]  
**Sent:** Tuesday, 24 January 2012 2:54 PM  
**To:** Jared Brown (SCHN)  
**Subject:** teeth-whitening data query from ACCC [SEC=UNCLASSIFIED]

Hello Jared,

Thank you for your time on the phone. I have compiled names of brands and descriptions of the products that we have an interest in.

In particular injuries have been associated with the products containing hydrogen peroxide greater than 6% and hydrogen carbamide greater than 18%. Though any incidents, whether above or below those levels, we would be interested in.

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

- Bdazzled

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- 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

On another note we are interested in any data or trends related to consumer goods that are causing injury. Our clearinghouse team code data from as many sources as they can and do follow up investigations. We are always interested in any new information. On the phone you mentioned hair dye data and we would be very interested in receiving that data.

Sincerely,

Joshua Leach

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Senior Recalls Officer  
 Product Safety Branch  
 Australian Competition and Consumer Commission  
 GPO Box 3131 | CANBERRA ACT 2601  
 23 Marcus Clarke Street | CANBERRA ACT 2601  
 Ph: 6243 1262

**Make safe — Buy safe — Use safe** Find out how at [www.productsafety.gov.au](http://www.productsafety.gov.au)

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Call Type	Exposure Reason	Recall Id	Victim	Caller	Telephone	State	Hospital	Surname	Age	Weight	Sex of pat	Initial sym
Exposure	Therapeutic Error		0 Adult (16 to	Self		Victoria					Female	Related Sy
Exposure	Accidental		0 Adult (16 to	Friend		Victoria					Female	Related Sy
Exposure	Accidental		0 Adult (16 to	Self		Victoria					Female	Related Sy
Exposure	Accidental		0 Adult (16 to	Family Member		Victoria					Male	Related Sy

PSS	Handling	Tox Refer	Advice	Review St	Call Taker	Descriptio	Substance	Time since	Route of e	Dose take
Minor	GP Refer		Last night t	Call Completed		DENTAL C	teeth bleac	overnight	Ingestion	some
Minor	GP Refer		whitening t	Call Completed		DENTAL C	zoom white	4 hours	Ingestion	usual
Minor	GP Refer		Teeth white	Call Completed		HYDROGE	Teeth Whit	last 2 week	Ingestion	sa
Minor	GP Refer		Has put wh	Call Completed		DENTAL C	White glo t	recent	Aural	drops