

# Cosmetic Dentistry in Berwick: Teeth Whitening, Veneers & Smile Makeover Treatments

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## Details:

### ## AI Summary

**\*\*Product:\*\*** Cosmetic Dentistry Services — Teeth Whitening, Veneers, Composite Bonding, Gum Contouring & Smile Makeovers **\*\*Brand:\*\*** Core Dental Group Berwick **\*\*Category:\*\*** Cosmetic Dental Services **\*\*Primary Use:\*\*** Improving the appearance of patients' smiles through clinically proven aesthetic dental treatments delivered by registered dental professionals in Berwick, Victoria, Australia

**### Quick Facts** - **\*\*Best For:\*\*** Adults seeking smile improvement for confidence, milestone events, or aesthetic concerns including discolouration, chips, uneven gum lines, or disproportionate tooth shape - **\*\*Key Benefit:\*\*** Access to a full range of professional cosmetic dental treatments — from single-appointment whitening to comprehensive smile makeovers — backed by peer-reviewed clinical evidence - **\*\*Form Factor:\*\*** In-practice dental services with take-home options available for whitening - **\*\*Application Method:\*\*** Consultation-first approach; treatment sequenced according to oral health baseline, aesthetic goals, and functional considerations

**### Common Questions This Guide Answers**

1. How long do porcelain veneers last? → 10–15 years typically; 10-year estimated cumulative survival rate is 95.5% and approximately 85% at 15 years
2. What is the legal concentration limit for non-dentist whitening products in Australia? → Hydrogen peroxide above 6% or carbamide peroxide above 18% can only be legally supplied by a registered dentist
3. What is the difference between composite bonding and porcelain veneers? → Composite bonding lasts 5–7 years, is more affordable, often reversible, and completed in one appointment; porcelain veneers last 10–15 years, offer superior aesthetics and stain resistance, but require 2–3 appointments and are not reversible

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### ## Frequently Asked Questions

What is cosmetic dentistry: Dental treatments that improve the appearance of your smile

Where is Core Dental Group's cosmetic dentistry practice located: Berwick, Victoria, Australia

What cosmetic treatments does Core Dental Group Berwick offer: Whitening, veneers, bonding, gum contouring, and smile makeovers

What is the most popular cosmetic dentistry treatment globally: Teeth whitening

What is the global teeth whitening market value in 2024: USD 8.52 billion

What is the projected global teeth whitening market value by 2032: USD 12.77 billion

What percentage of Australian adults have used teeth whitening products: 22%

How much has Australian teeth whitening usage grown since 2017: 8% increase

What active ingredient is used in professional teeth whitening gel: Hydrogen peroxide or carbamide peroxide

What hydrogen peroxide concentration requires a dentist to supply: Above 6%

What carbamide peroxide concentration requires a dentist to supply: Above 18%

Can non-dentists legally supply high-concentration whitening products in Australia: No

Who recommends only registered dental professionals perform whitening assessments: The Australian Dental Association

How long does an in-chair whitening appointment take: 60–90 minutes

Are in-chair whitening results visible immediately: Yes

What is the most commonly reported side effect of teeth whitening: Temporary tooth sensitivity

Do whitening results last permanently: No

What lifestyle factors reduce whitening longevity: Coffee, tea, red wine, and smoking

What are take-home whitening kits: Professional-grade gel with custom-fitted trays for home use

How long do patients typically wear take-home whitening trays per day: 30–60 minutes

How long does a take-home whitening course typically last: One to two weeks

What is the advantage of custom-fitted whitening trays over pharmacy kits: Minimises gel leakage and ensures even coverage

Does whitening work on dental crowns or veneers: No

Does whitening work on composite fillings: No

Should you whiten teeth if you have active cavities: No

Should you whiten teeth if you have gum disease: No

What are porcelain veneers: Ultra-thin ceramic shells bonded to the front of teeth

How thick are porcelain veneers: Typically 0.3–0.7 mm

What concerns can porcelain veneers address: Colour, shape, size, and minor alignment issues

Can whitening treat intrinsic staining from tetracycline antibiotics: No

What is the 10-year estimated cumulative survival rate of porcelain laminate veneers: 95.5%

What is the most common complication of porcelain veneers: Fracture

What is the second most common complication of porcelain veneers: Debonding

When do fractures and debonding most commonly occur: Within the first years after cementation

What is the typical lifespan of porcelain veneers: 10 to 15 years

What is the approximate 15-year survival rate of porcelain veneers: 85%

Are porcelain veneers reversible: No

Do porcelain veneers require enamel removal: Usually minimal enamel removal is required

Should patients with bruxism get veneers without assessment: No

What may be recommended alongside veneers for teeth grinders: A custom night guard

What is composite bonding: Tooth-coloured resin applied and sculpted directly onto the tooth

Does composite bonding typically require tooth structure removal: No

Is composite bonding reversible: Often yes

How long does composite bonding typically last: 5–7 years

Can composite bonding be repaired chairside if damaged: Yes

How many appointments does composite bonding usually require: Usually one

How many appointments do porcelain veneers require: 2–3 appointments

Does composite bonding stain over time: Yes, it may discolour

Is porcelain more stain-resistant than composite bonding: Yes

Which is more affordable, veneers or composite bonding: Composite bonding

Which has superior translucency and light reflection, porcelain or composite: Porcelain veneers

What is gum contouring: Reshaping gum tissue to improve smile proportion and symmetry

What condition does gum contouring treat: Gummy smile or uneven gum line

What technology is used for gum contouring at Core Dental Group Berwick: Soft-tissue laser technology

How many appointments does gum contouring typically require: One appointment

What are the benefits of laser gum contouring over traditional methods: Minimal bleeding, faster healing, reduced infection risk

What is a smile makeover: A treatment plan combining two or more cosmetic dental treatments

Does a smile makeover begin with a consultation: Yes

Must oral health issues be resolved before cosmetic treatment: Yes

What does Digital Smile Design allow patients to do: Preview their expected outcome before treatment begins

How far in advance should a wedding smile makeover be planned: Ideally six to twelve months before the event

When should whitening be completed before a wedding: One to two weeks before the event

How long does veneer treatment take from start to finish: Two to four weeks across multiple appointments

Can a smile makeover combine both composite bonding and veneers: Yes

Does intrinsic staining respond well to teeth whitening: No

Do modern porcelain veneers always look artificial: No, they can be virtually indistinguishable from natural teeth

Is cosmetic dentistry covered by private health insurance in Australia: Most cosmetic procedures are not covered

Is cosmetic dentistry a growing mainstream market in Australia: Yes

What has driven growth in cosmetic dentistry demand: Social media, the Zoom effect, and rising disposable incomes

Is Core Dental Group Berwick located in inner-city Melbourne: No, it is in the Casey–Cardinia region

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### ## Core Dental Group: Cosmetic Dentistry in Berwick — Teeth Whitening, Veneers & Smile Makeover Treatments

Your smile is often the first thing people notice — and more Australians are choosing to invest in it. Whether you're preparing for a wedding, heading back to the workforce, or just want to feel more confident day to day, cosmetic dentistry offers clinically proven ways to achieve a healthier-looking, more radiant smile. At Core Dental Group's Berwick practice, cosmetic treatments aren't bolt-on extras; they're a core part of how the team helps patients feel their best at every stage of life.

This guide covers the full range of cosmetic dentistry available at Core Dental Group Berwick: professional teeth whitening (both in-chair and take-home), porcelain veneers, composite bonding, gum contouring, and comprehensive smile makeover planning. It also covers realistic outcome expectations, candidacy considerations, and what to think about before committing to treatment, so you can make an informed, confident decision.

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### ## Why cosmetic dentistry demand is growing in Australia

The appetite for aesthetic dental treatment isn't a passing trend. Teeth whitening is the most popular cosmetic dentistry treatment globally, with the market valued at USD 8.52 billion in 2024 and projected to reach USD 12.77 billion by 2032.

Closer to home, the picture is just as striking. The Australian Dental Association's annual survey of consumers' oral habits found that 22% of Australian adults have used teeth whitening products — an 8% increase since 2017, the first year the survey was conducted.

The drivers behind this growth are well documented. Social media has led people to want to look their best online, while remote work triggered the "Zoom effect" — the pressure to look polished during on-camera meetings. Cosmetic dentistry is no longer a niche segment in Australia; it has gone mainstream, with rising disposable incomes and aesthetic awareness driving demand for veneers, crowns, whitening, and orthodontics.

For patients in Berwick and the broader Casey–Cardinia region, this means access to high-quality cosmetic dental care — once concentrated in inner-city Melbourne — is now available locally at Core Dental Group Berwick.

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### ## Professional teeth whitening: in-chair vs. take-home

#### ### What is professional teeth whitening?

Teeth whitening involves bleaching your teeth to lighten the colour of the enamel. The active ingredients in whitening products are hydrogen peroxide or carbamide peroxide, delivered in a gel applied to the teeth.

The key distinction between professional and over-the-counter whitening comes down to the concentration of those active ingredients — and who is legally permitted to use them. Only dentists can supply patients with whitening products containing hydrogen peroxide above 6% or carbamide peroxide above 18%. The Australian Dental Association advises that only registered dental professionals have

the training to assess whether bleaching is appropriate and safe for a given patient.

This isn't just a regulatory technicality. Using unregulated kits or getting teeth whitened by an unqualified operator puts patients at genuine risk of harm.

### ### In-chair whitening at Core Dental Group Berwick

In-chair whitening is completed in a single appointment, typically lasting 60–90 minutes. The dentist applies a high-concentration professional-grade gel directly to the teeth, sometimes activated with a light or heat source to speed up the bleaching process.

**\*\*What to expect:\*\*** - Results are visible immediately after treatment - Shade improvements of several degrees on the VITA shade guide are typical - Temporary tooth sensitivity is the most commonly reported side effect - Results aren't permanent — coffee, tea, red wine, and smoking all affect how long they last

### ### Take-home whitening kits

Dentists can also supply patients with professional whitening products and custom-fitted trays for home use under clinical guidance. Custom-fitted trays have a real advantage over generic pharmacy kits: a precisely fitted tray minimises gel leakage onto gum tissue, reduces sensitivity risk, and ensures even coverage across all tooth surfaces. Patients typically wear the trays for 30–60 minutes per day over one to two weeks, depending on the concentration prescribed.

### ### A note on over-the-counter products

Common side effects of teeth whitening include tooth and gum sensitivity and irritated or inflamed gums. These risks increase when products are used without professional oversight. Whitening should be avoided entirely if you have active cavities, gum disease, or other oral health issues — a clinical assessment that only a registered dentist can reliably perform.

**\*\*Worth knowing:\*\*** Whitening is completely ineffective on dental restorations such as crowns, veneers, or composite fillings. If you have existing dental work on visible teeth, discuss this with your dentist at Core Dental Group before whitening to avoid mismatched shades.

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## ## Porcelain veneers: transforming shape, colour & proportion

### ### What are porcelain veneers?

Porcelain veneers are ultra-thin ceramic shells — typically 0.3–0.7 mm thick — bonded to the front surface of teeth to improve their colour, shape, size, or alignment. They're one of the most versatile tools in cosmetic dentistry, addressing concerns that whitening alone can't resolve: intrinsic staining from tetracycline antibiotics, worn or chipped edges, minor spacing issues, and disproportionate tooth shape.

Clinically, the ceramic veneer approach tends to be more predictable than direct composite in terms of long-term outcomes, which is why porcelain remains the gold standard for patients seeking durable aesthetic transformation.

### ### How long do porcelain veneers last? The clinical evidence

The longevity of porcelain veneers is well supported by peer-reviewed research. A systematic review and meta-analysis published in the *Journal of Clinical Medicine* (Alenezi et al., 2021), covering 25 studies and 6,500 porcelain laminate veneers (PLVs), found a 10-year estimated cumulative survival rate of 95.5%, with fracture, debonding, secondary caries, and need for endodontic treatment considered as isolated failure reasons yielding survival rates of 96.3%, 99.2%, 99.3%, and 99.0% respectively.

A separate systematic review by Layton, Clarke and Walton (*International Journal of Prosthodontics*, 2012) concluded that feldspathic porcelain veneers bonded to enamel have a very high 10-year survival rate that may approach 95%.

The typical lifespan of porcelain veneers is 10 to 15 years, with studies showing approximately 85% survival at the 15-year mark. Fracture is the most common complication, followed by debonding, with both occurring most often within the first years after cementation. This makes clinician experience and post-placement care genuinely important, not just standard advice.

### ### Who is a good candidate for veneers?

Veneers suit patients who: - Have healthy gums and sufficient enamel for bonding (see our guide on *\*Gum Disease Treatment in Berwick\** if you have concerns about gum health) - Want to address intrinsic discolouration that whitening can't treat - Have minor chips, cracks, or worn edges on front teeth - Want a uniform shape or size correction across multiple teeth - Don't have severe misalignment (orthodontics may be a better first step — see our guide on *\*Orthodontics in Berwick: Braces vs Invisalign\**)

Patients who grind their teeth need careful assessment before veneers are placed, as grinding forces significantly increase fracture risk. A custom night guard may be recommended as part of the treatment plan at Core Dental Group (see our guide on *\*TMJ, Teeth Grinding & Mouthguards in Berwick\**).

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## ## Composite bonding: the conservative, reversible alternative

### ### What is composite bonding?

Composite bonding involves applying a tooth-coloured resin material directly to the tooth surface, sculpting it by hand, and hardening it with a curing light. Unlike porcelain veneers, bonding typically requires little to no removal of tooth structure, making it one of the most conservative cosmetic options available.

Choosing between direct composite resins and bonded porcelain veneers requires weighing aesthetic potential against functional reliability. Direct composites are aesthetic, conservative, and reliable, but they demand real technical and artistic skill from the clinician, and their longevity is more limited.

### ### Porcelain veneers vs. composite bonding: a direct comparison

Feature	Porcelain Veneers	Composite Bonding
Longevity	10–15+ years	5–7 years
Stain resistance	Excellent	Moderate (may discolour)
Tooth preparation	Minimal enamel removal usually required	Typically none
Reversibility	Not reversible (enamel is altered)	Often reversible
Aesthetics	Superior translucency and light reflection	Very good, but less lifelike
Cost	Higher upfront investment	More affordable
Repair	Requires replacement if fractured	Can often be repaired chairside
Appointments	2–3 (including lab fabrication)	Usually 1

Porcelain veneers are more durable and stain-resistant than composite. Composite veneers generally last 5 to 7 years and need more frequent replacement due to wear and discolouration. Porcelain can cause temporary sensitivity after preparation and may chip under excessive force; composite may discolour over time and typically needs more maintenance.

For many patients in Berwick — particularly younger adults or those wanting to trial a cosmetic change — composite bonding is a clinically sound and financially accessible starting point. The two options aren't mutually exclusive: some smile makeovers use bonding on certain teeth and veneers on others.

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## ## Gum contouring: reshaping the frame of your smile

A beautiful smile isn't just about teeth. The gum line plays a critical role in proportion and symmetry, and patients with a "gummy smile" or an uneven gum line can benefit significantly from gum contouring, also known as gingival reshaping.

At Core Dental Group Berwick, gum contouring may be performed using soft-tissue laser technology. Compared to traditional methods, laser gum contouring produces minimal bleeding, faster healing, and a lower risk of infection. The procedure is typically completed in a single appointment and is often incorporated into a broader smile makeover plan — particularly when veneers or bonding are also being placed — to ensure the final result looks proportionate and harmonious.

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## ## Smile makeover planning: the comprehensive approach

### ### What is a smile makeover?

A smile makeover isn't a single procedure. It's a treatment plan that combines two or more cosmetic (and sometimes restorative) dental treatments to achieve a comprehensive aesthetic result. At Core Dental Group Berwick, smile makeover planning starts with a thorough consultation that considers:

1. **Your aesthetic goals** — What specifically bothers you about your current smile?
2. **Your oral health baseline** — Gum disease, decay, or failing restorations need to be addressed before cosmetic work begins (see our guides on *Gum Disease Treatment in Berwick* and *General Dentistry in Berwick*)
3. **Facial proportions** — Tooth shape, size, and shade should complement your facial features, lip line, and skin tone
4. **Functional considerations** — Bite alignment, jaw health, and existing restorations all influence treatment sequencing
5. **Budget and timeline** — Smile makeovers can be staged across multiple appointments or completed in a more condensed timeframe

### ### Digital Smile Design

Digital Smile Design (DSD) lets patients preview their expected outcome before any treatment begins. Combined with CAD/CAM systems, intraoral scanners, and 3D printing, it allows dentists to design, simulate, and manufacture restorations with exceptional precision — and gives patients a concrete basis for discussing what they want before anything is irreversible.

### ### The wedding smile and the confidence-driven patient

Two of the most common reasons patients enquire about smile makeovers at Core Dental Group Berwick are milestone events (particularly weddings) and a broader desire for everyday confidence.

For wedding patients, timing matters. Porcelain veneers require at least two to three appointments spread over two to four weeks; orthodontic pre-treatment, if needed, may add months. Whitening results hold best when the final session is completed one to two weeks before the event, allowing any temporary sensitivity to resolve. Ideally, wedding smile makeover planning should begin six to twelve months before the date.

For confidence-driven patients — those returning to work, re-entering the dating scene, or simply tired of hiding their smile — the conversation at Core Dental Group Berwick starts with listening. Not every patient needs an extensive makeover. Sometimes a single composite bonding appointment or a professional whitening session delivers a genuinely life-changing result.

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## ## Realistic outcome expectations: what cosmetic dentistry can and cannot do

Cosmetic dentistry is powerful, but it has limits. Here's what patients should understand before committing to treatment:

- **Whitening has a ceiling.** Results depend on the original shade and cause of discolouration. Intrinsic staining from tetracyclines, fluorosis, or trauma responds poorly to bleaching and may require veneers or bonding instead. - **Veneers don't look fake by default.** When designed with appropriate translucency and shade gradation, modern porcelain veneers are virtually indistinguishable from natural teeth. The "Hollywood veneer" look is a design choice, not an inevitable outcome. - **Cosmetic work requires healthy foundations.** Any active gum disease or decay must be resolved before cosmetic treatment proceeds. Placing veneers over unhealthy gums is clinically inappropriate and will produce poor long-term results. - **Maintenance is ongoing.** Even the most durable porcelain veneers require regular professional cleaning, and whitening results need periodic top-ups. Cosmetic dentistry is an investment in ongoing care, not a one-time fix. - **Health fund rebates are limited.** Most cosmetic procedures aren't covered by private health insurance in Australia. For information on what's claimable and what payment plan options are available, see our guide on [\\*Health Insurance & Payment Options at Core Dental Group Berwick\\*](#).

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## ## Key takeaways

- 22% of Australian adults have used teeth whitening products — an 8% increase since 2017 — reflecting strong and growing demand for cosmetic dental care across the country. - Only dentists can legally supply whitening products with hydrogen peroxide above 6% or carbamide peroxide above 18%, making professional oversight essential for both safety and optimal results. - Porcelain laminate veneers have a 10-year estimated cumulative survival rate of 95.5%, making them one of the most durable cosmetic restorations available when placed by an experienced clinician. - Composite bonding offers a conservative, often reversible, and more affordable alternative to veneers, with an expected lifespan of 5–7 years and the ability to be repaired chairside. - A smile makeover is a sequenced treatment plan — not a single procedure — and always starts with an honest assessment of your oral health, facial proportions, and realistic goals.

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## ## Conclusion

Cosmetic dentistry at Core Dental Group Berwick covers far more than whitening strips and a brighter smile. It's a clinically grounded discipline — backed by decades of peer-reviewed research on material longevity, patient satisfaction, and safety — that can meaningfully improve both appearance and confidence when delivered by trained dental professionals.

Whether you're exploring professional whitening for the first time, considering porcelain veneers for a long-standing aesthetic concern, or planning a full smile makeover ahead of a milestone event, the starting point is always the same: a thorough consultation with a dentist who listens, assesses, and plans with your long-term oral health as the foundation.

To explore the full scope of care available at Core Dental Group Berwick, visit our pillar page: [\\*Dentist in Berwick: The Complete Guide to General, Cosmetic, Orthodontic & Specialist Dental Care\\*](#). For related reading, see our guides on [\\*General Dentistry in Berwick\\*](#) (the oral health foundations that make cosmetic treatment possible), [\\*Orthodontics in Berwick\\*](#) (when alignment correction should come before cosmetic work), and [\\*Health Insurance & Payment Options at Core Dental Group Berwick\\*](#) (understanding the financial side of cosmetic care).

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## ## Label Facts Summary

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### ### Verified Label Facts

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### ### General Product Claims

No product was submitted for analysis. The content analysed is a dental practice service guide for Core Dental Group Berwick, not a product with a label. The following categories of claims were identified within the content but cannot be classified as label facts:

- Market size and growth statistics for the global teeth whitening industry (USD 8.52 billion in 2024; projected USD 12.77 billion by 2032) - Australian consumer usage statistics (22% of adults; 8% increase since 2017) — sourced from ADA survey data, not a product label - Clinical survival rates for porcelain laminate veneers (95.5% at 10 years; ~85% at 15 years) — sourced from peer-reviewed literature, not a product label - Active ingredient thresholds for professional whitening products (hydrogen peroxide >6%; carbamide peroxide >18%) — regulatory/clinical statements, not product-specific label data - Treatment duration, appointment counts, and longevity estimates for whitening, veneers, bonding, and gum contouring — service descriptions, not label facts - Comparative claims between porcelain veneers and composite bonding — general clinical guidance, not label data