

The dental profession is evolving rapidly, integrating new technologies and methods to improve patient care. As demand for dental bleaching grows, it is essential to provide treatments that prioritize both safety and efficacy. This special issue of the *American Journal of Dentistry* presents the latest research and ethical considerations in dental bleaching, examining the intersection of technological innovation, natural whitening options, and ethical standards.

The articles in this issue underscore the importance of safety and effectiveness in dental bleaching. Recent advancements, from artificial intelligence to optimize protocols to new methods like violet LED bleaching and non-peroxide based dental bleaching have transformed treatment options. However, each innovation requires rigorous clinical testing and research to ensure it meets safety and efficacy standards across diverse patient populations.

On the other end, the rising popularity of natural remedies and over-the-counter products, such as pineapple enzymes,

banana peels, and charcoal toothpaste, poses both opportunities and challenges. Many patients perceive these alternatives as safer or more natural, yet, as the research in this issue suggests, their efficacy varies, and long-term effects are still uncertain.

Ethical considerations are central to responsible dental bleaching practices. With numerous treatment options available, informed consent is crucial. Dentists must thoroughly explain the benefits and risks of each option, including potential enamel erosion, tooth sensitivity, and soft tissue damage.

As such, dental professionals play a key role in educating patients on these trends, helping them distinguish between anecdotal successes and evidence-based treatments. It is our hope that this special issue will guide the clinician in making evidence-based choices and recommendations.

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