

The Truth Revealed: Why Crest's White Teeth Strips are Banned in Europe

"Behind every smile there's teeth." - Confucius.

It is a famous saying that all that glitters is not gold. The same is the case for your glistening, golden teeth. If there is something you don't want to show with your smile, it is those yellowish fangs.

Crest's white teeth strips are a popular whitening option in the US for people with not-so-bright teeth. The fact that these whitening strips do the job instantly might make you think about giving them a try, but hold on! The reputation of this product is just not the same in Europe.

Fortunately, Europe has strict rules for teeth whitening products that keep your oral health intact. The EU's legal governance has banned Crest's white teeth strips for some very grave medical reasons.

You can get to the root of the issue by reading the ingredient list on the back and through some thorough research. However, you don't need to put in that much effort, as you'll find everything you need to know in this write-up.

Why Crest's White Teeth Strips are Banned in Europe

The importance of oral health in relation to the human body's overall hygiene is critical and something that we don't want to put at risk. But **Crest's white teeth strips** have raised some concern. Generally, whitening strips contain two brightening agents: hydrogen peroxide and carbamide peroxide. When it comes to using these brightening formulae, the European Commission has set maximum limits to protect human health: [6% for dentists](#) and only [0.1% for DIY](#) use. Crest's white teeth strips contain a hydrogen peroxide level of around [14%](#), which significantly exceeds the limit and enters the dangerous level zone.

Due to this potential risk to human health, it is quite clear why Crest's white teeth strips are banned in the EU and have been recalled by the European Commission for not complying with the Cosmetic Products Regulation.

Doctor's Viewpoint

While **Crest** and many other brands have tried to influence an increase to the European safety limits when using hydrogen peroxide, we wanted to hear from the professionals in the field.

In a study, [Dr. Keenan said](#), "Our results show that treatment with [hydrogen peroxide](#) concentrations similar to those found in whitening strips is enough to make the original collagen protein disappear." Explaining his statement, he mentioned that the concentrated levels of hydrogen peroxide shrink the major protein into smaller fragments, and this could weaken teeth and gums.

[Dr. Liechtung](#) shared his concerns saying, "Chronic whiteners could end up causing themselves tooth damage." The doctor said that bleaching the teeth shouldn't be a common task, and overdoing it can cause severe erosion.

The research director, [Dr. Li](#), said, "The peroxides used in tooth bleach, hydrogen peroxide and carbamide peroxide (which contains hydrogen peroxide), produce free radicals that can damage the cells of the gums or the pulp inside teeth." He further added, "The lower your overall exposure to these peroxides, the lower your risk."

Side Effects of Crest's White Teeth Strips

Crest's white teeth strips do brighten the teeth, but they don't only cost in price; they may also cost you your oral health. Though the cases are rare, this high percentage of hydrogen peroxide can bring serious health risks. The nature of hydrogen peroxide can chronically erode tooth enamel and cause dental cell damage.

Tooth Sensitivity

You might be aware of the pain that tooth sensitivity brings, and I'm sure you don't want to relive it. Crest's white teeth strips contain an elevated amount of hydrogen peroxide, which causes tooth inflammation and is likely to make between 25% to 50% of users experience tooth sensitivity.

Throat Infection

The primary concern with whitening strips is that the peroxides in them can be swallowed unintentionally. With Crest's white teeth strips, there is an even greater risk of undesirable effects due to the higher level of active hydrogen peroxide. If the strip itself or substantial amounts of peroxide are swallowed, there is a significant risk of throat and stomach irritation or infection.

Gum Irritation

The caustic nature of the peroxide chemicals that are present in whitening strips can result in irritation of our gums. Since **Crest's white teeth strips** are overloaded with hydrogen peroxide, there is a probability that 1 in 3 people, or even 1 in 2, are likely to experience [gum irritation](#) caused by these whitening strips.

3 of the Best Alternatives to Crest's White Teeth Strips

A bright and charming smile is one of the best symbols of confidence that you can proudly wear. With the information mentioned above, you may be thinking that teeth whitening strips are not safe at all. But that is not true. The problems that may arise with one brand does not mean that the whole concept is wrong. Whitening strips that contain chemicals under a certain limit are safe, but how do you know which are safe for your bright-white dream smile?

Well, I have the safest solutions for you!

1. GleamWhite Whitestrips

[GleamWhite Whitestrips](#) are probably **the best European alternative to Crest's white teeth strips**, and they are proven to be truly safe for your teeth. Developed by lab experts, Gleamwhite Whitestrips do not contain any peroxide, and they use an alternative ingredient to prevent all health risks. I would like to mention that these strips are cruelty- and gluten-free. Moreover, they are so confident about their product that they offer a 60-day money-back guarantee! With the following unique selling points, I just love the product and how well it works:

- GleamWhite Whitestrips are an enamel-friendly whitener as they don't contain any peroxides.
- They are FDA lab-tested, CE approved and legalized as they are proven safe for your teeth.
- They use an improved 2020 formula, which makes them safe and efficient.
- They are capable of brightening up your smile by 3-5 shades, and the results can last up to 12 months.
- It only takes between 7-14 days for 30 minutes a day, which you can do at home, making it hassle-free.

Pros:

- Enamel friendly
- Long-lasting whiteness
- Natural results
- Vegan-friendly

Cons:

- The course of treatment can be up to 14 days

2. Premium Teeth Whitening Strips

[Premium Teeth Whitening Strips](#) by the brand Swiftwhite are known to be a good performer against stains and yellow-coloured teeth. Being gluten- and peroxide-free, these whitening strips are enamel-safe and work wonders on your teeth. You get full results in 14 days with a 30-minute daily application. The active ingredients in these strips are sodium hydroxide, along with dicalcium phosphate, and phthalimidoperoxycaproic acid. With the offer of a 30-day money-back guarantee, these whitening strips are tough competition for any other brand.

Above all, the brand complies with product safety and European regulations. Premium Teeth Whitening Strips are also laboratory tested in the UK.

Pros:

- Coconut flavoured strips
- You can feel the difference from Day 1
- Vegan-friendly

Cons

- They might feel a little greasy at first
- They can leave a viscous residue on the teeth

3. Mr. Blanc Teeth Whitening Strips - 2 Week Supply

These [minty-fresh Teeth Whitening Strips by Mr. Blanc](#) are a saviour for us Europeans as they completely match the product safety requirements set by the European Commission. These whitening strips are peroxide-free, making them a safe choice for procuring whiter teeth without risking your oral health. These are chlorite-based strips with ingredients that are very mild and organic.

Mr. Blanc Teeth Whitening Strips come in a 2-week course that whitens your teeth up to 3 levels and also help prevent them from acquiring new stains.

Pros:

- Peroxide-free
- No issues with sensitivity
- Easy to use

Cons

- You can get white patches in the beginning, but they get resolved with time

Bottom Line:

Are **Crest's white teeth strips** allowed in Europe? The most straightforward answer is NO!

Any teeth whitening strips containing over 6% of peroxides can be harmful to your teeth. Crest's white teeth strips thoroughly surpassed that limit, using levels of 15%, and because of that, this brand of whitening strip has been declared illegal in Europe. But we Europeans still love to have white teeth, and we don't want to give up on that goal for the sake of one product. Gleanwhite Whitestrips have been designed with the vision of solving the problem of discoloured teeth while being genuinely safe for your oral health. With 100% non-peroxide chemicals, GleanWhite is one of the best and finest options available to help you smile with confidence.