

ABSTRACT

Teeth are one of the smallest organs of the body but teeth can cause many risks if they are not properly guarded. To make a smile even more beautiful, many people try to do dental treatment by doing dental bleaching, veneer, orthodontist treatment and others for dental health and supporting the aesthetics of dental beauty and also the social life of consumers. However, many people do not understand how to carry out these treatments with the right and correct procedures.

Departing from this problem, this paper aims to review a number of things related to dental staining, teeth whitening materials and applications and then design a campaign to educate and increase public awareness of the dangers and impacts that would arise if using illegal bleaching products without referral of experts / doctors correctly. A creative strategy campaign was designed with the methods used in this study, namely observation, interviews, and literature studies. So that it can produce a design in the form of creative media that appeals to victims and the public who are interested in doing dental bleaching treatment.

Keywords: Dental Bleaching, Teeth Whitening, Illegal, Health Campaign