

Founded in 2008, the Council for Cosmetic Teeth Whitening (CCTW) is a trade association devoted to the professional development of the Cosmetic Teeth Whitening industry in the United States. Working together, CCTW members improve teachings and training for the practice, foster innovation and entrepreneurship, and map the future directions of this industry. We also provide business and legal guidance for members concerning the regulation and distribution of over-the-counter cosmetic teeth whiteners. CCTW also works hard to represent the best interests of the Cosmetic Teeth Whitening industry before state and national regulatory agencies.