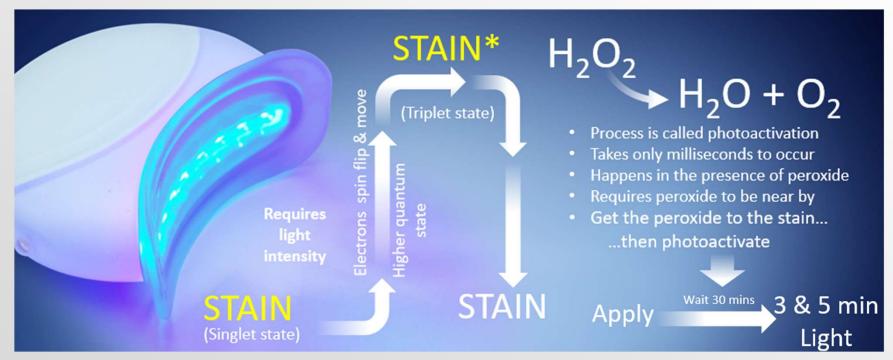
THE SCIENCE BEHIND BLUE LIGHT WITH WHITENING



HERE'S HOW BLUE LIGHT WORKS

Energy



IN PRACTICE



IMPORTANCE OF THE ROLE OF THE DENTAL PROFESSIONAL

As a dental professional you play a critical role in assessing the best system for the goals of the patient.

Factors in decision making

- Oral Health of Patient (contraindications)
- Age of the patient (teenager, older?)
- Investment
- Time
- Tooth sensitivity



POSITIONING OF TOOTH WHITENING

Any anterior restorative or cosmetic procedure should include a conversation about Whitening teeth first.



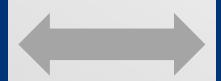
Your Practice

- No investment of expensive equipment, minimal chair time, no impressions to fabricate
- Opens the door to other cosmetic or restorative procedure conversations
- Whitening is a gateway service that may lead patients to choose other cosmetic procedures.



Your Patients

- More patients ask about whitening than currently take advantage.
- More patients will take advantage of a low-cost, quality elective service that is highly desired.
- Patient smile assessment questions (Do you like your smile?
 Are you happy with how your teeth look? If you could change anything about your smile, what would it be?)



Your Profit

Practice Growth and Profitability via reaching additional patients with a desired service