

BRITE SMILESM

A Penchant for Promoting BriteSmile

BriteSmile has developed the most advanced teeth-whitening technology in the United



States, returning teeth to their natural whiteness in just one hour. As the nation's fastest-growing professional teeth whitening system, not only has BriteSmile returned smiles to the faces of hundreds of thousands of patients worldwide, but also to the thousands of dentists who have benefited from offering BriteSmile in their practices. BriteSmile partners with the cream of the



crop when it comes to adding dentists to the BriteSmile network. Our dentists are among the most successful in cosmetic dentistry – running growing practices, offering their patients the latest in technology and aesthetic improvement. These dentists demonstrate the diversity and

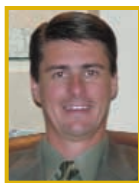


breadth of the BriteSmile network – and the great

benefit associated with offering BriteSmile Professional Teeth Whitening.

Dentist:

Dr. William J. Bennett III, D.D.S. has been in private practice in Orland Park, Illinois since 1990.

**BriteSmile Adopted:**

Dr. Bennett began offering the BriteSmile Whitening System almost two years ago and has seen it quickly become a vital part of his practice.

BriteSmile's Impact:

Whitening an average of 5 patients per week, Dr. Bennett has found that offering the BriteSmile system has helped strengthen his practice financially. Since he began offering BriteSmile almost a year ago, his whitening business increased by 500 percent in the first year alone. The popularity of the procedure has also brought him new patients, further expanding his patient roster and the profits he generates from their additional cosmetic and non-cosmetic dentistry.

Along with its obvious financial benefits for his practice, BriteSmile's ease and efficacy has lead Dr. Bennett to promote the procedure aggressively as the most effective teeth whitening option he offers. Dr. Bennett sends mailings to patients introducing them to the procedure, has BriteSmile literature available in the office at all times, displays the maintenance product line and offers price specials to his patients. Dr. Bennett also includes his staff in his efforts by having them promote the procedure to potential whitening patients.

From the Expert:

Dr. Bennett finds BriteSmile in a league of its own when comparing to other teeth whitening options available. "BriteSmile is not only faster than trays (one hour versus days and weeks), but also superior in terms of whitening results."