

BriteSmile Brightens A Practice

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. Adam J. Freeman, D.D.S. has been in private practice in Westport, Connecticut since 1992.

**BriteSmile Adopted:**

Dr. Freeman began offering BriteSmile to his patients over a year and a half ago and has already seen its positive effects on his practice.

BriteSmile's Impact:

Whitening an average of two patients per day has not only expanded his patient roster, but has also benefited his firm financially, increasing both his whitening business by 35 percent and the cosmetic procedures that can often follow. Since Dr. Freeman began offering BriteSmile he rarely offers the traditional tray method of tooth whitening – citing the fact that BriteSmile's convenience, consistency of performance, healthy profit and potential for greater market exposure for his practice sets it apart. In addition to the profits from the procedure itself, Dr. Freeman also derives a healthy profit from the BriteSmile line of smile maintenance products, including toothpaste, crystal clear mouthwash and sugar-free gum. On average, every one of Dr. Freeman's BriteSmile patients will purchase BriteSmile's maintenance toothpaste.

Not only has offering BriteSmile affected his practice financially but it has also heightened Dr. Freeman's profile in his community, including coverage of his practice by a local news TV show that had heard about his success with BriteSmile.

From the Expert:

Dr. Freeman, whose staff members have all undergone the BriteSmile procedure, has noticed that many patients who come to his practice for routine visits end up having the BriteSmile procedure done after seeing the great smiles of his staff. "Patients always notice my staff's bright smiles and are instantly sold on the procedure."