

BriteSmile's Influence on a Practice's Whitening Business

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. Lori Kemmet, D.D.S. has been in private practice in Boulder, Colorado since 1992. She currently runs The Boulder Center for Aesthetic Dentistry.



Dr. Kemmet is an instructor of the Full Mouth Reconstruction Program at the world's premier post-graduate teaching facility, The Las Vegas Institute in Las Vegas, Nevada. The Boulder Center for Aesthetic Dentistry is known for its "spa" approach to dentistry where patients are treated like guests, not patients.

BriteSmile Adopted:

Dr. Kemmet began offering the BriteSmile procedure to her patients over two years ago .

BriteSmile's Impact:

BriteSmile has quickly become the teeth whitening method of choice at Dr. Kemmet's practice, with more and more patients opting for the BriteSmile procedure over take-home bleaching trays, the other teeth whitening alternative Dr. Kemmet offers. Dr. Kemmet performs an average of six to eight BriteSmile procedures per week compared to one tray order. Dr. Kemmet finds she is constantly approached by patients interested specifically in the BriteSmile procedure, increasing her whitening business by 900 percent.

Dr. Kemmet's practice has also benefited from the sale of BriteSmile's full system of maintenance products. She sells at least \$90 worth of maintenance toothpaste, mouthwash and gum every week.

From the Expert:

Dr. Kemmet continues to see the dramatic effect of the BriteSmile Professional Teeth Whitening System cosmetic dentistry practice: "BriteSmile has instantly become the preferred teeth whitening method with my patients—it has easily surpassed the tray method which is used less and less."