



GLO SCIENCE
professional

Whitening As A Gateway to Cosmetic Dentistry

How Dental Practice Owners
Can Use Teeth Whitening
To Increase Overall Production
and Revenue



As **dental professionals**, nothing gives us greater professional satisfaction than knowing we're contributing to our patients' wellbeing.

But it can be difficult for us to convince patients to do what we know is in their clinical best interest.

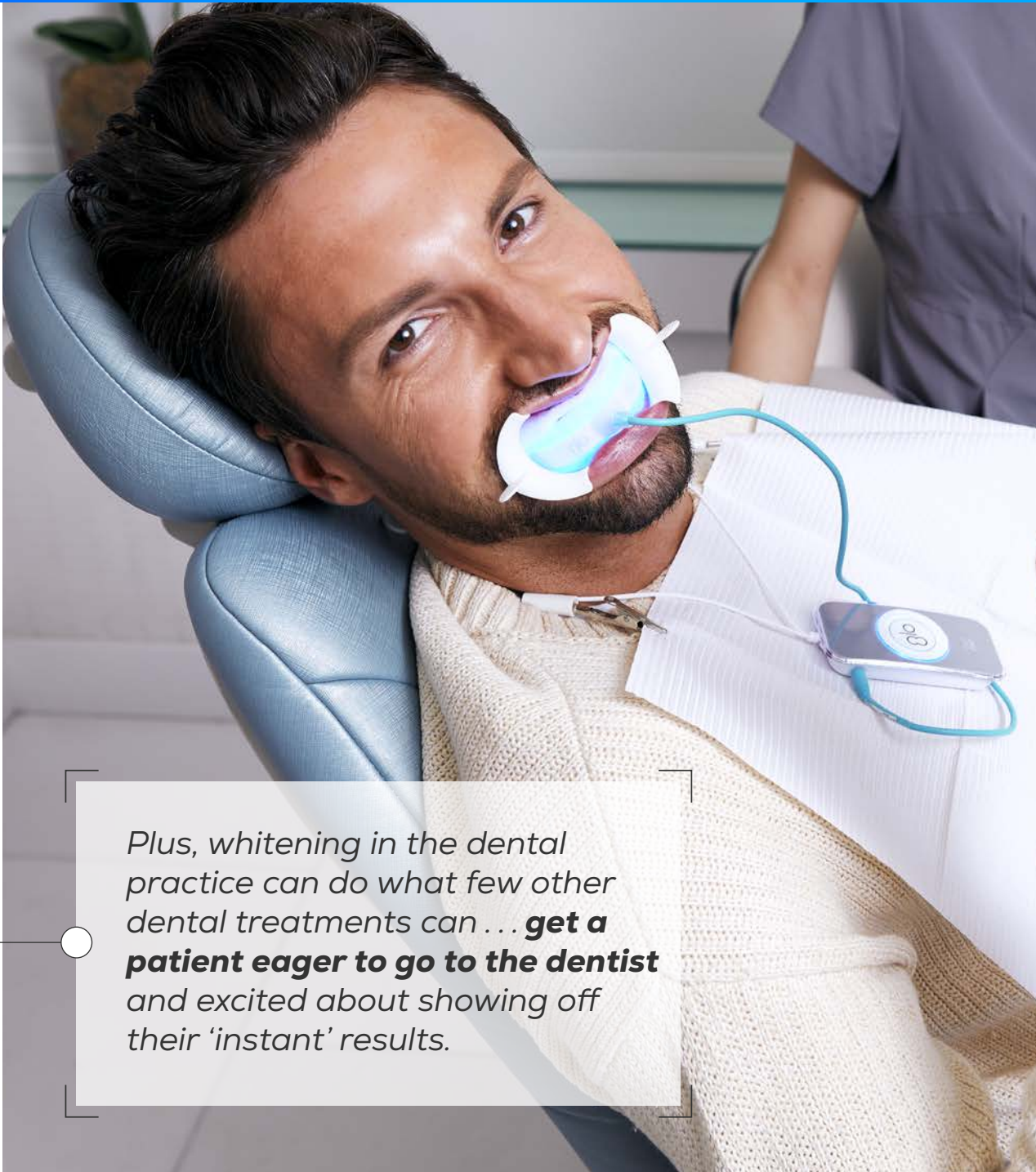
Whether we are recommending improved home hygiene care, a new treatment plan, or a certain clinical procedure, time, expense, fear, or a simple lack of motivation can prevent patients from signing on and following through.



So, when we see patients who are good candidates for teeth whitening, which many are, we should not hesitate to let them know about their options.

Why? Because patients who whiten not only tend to take better care of their teeth, but they are more likely to pursue additional cosmetic and clinical procedures, and are more likely to share referrals as well

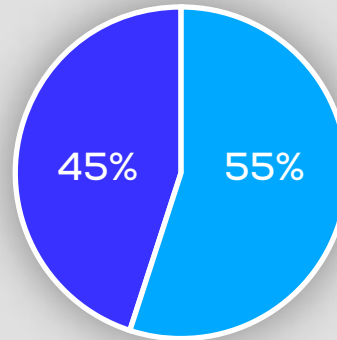
*Plus, whitening in the dental practice can do what few other dental treatments can ... **get a patient eager to go to the dentist** and excited about showing off their 'instant' results.*



Patients Who Whiten Are Better Dental Patients

Whitening provides mutual gratification because a happy and confident patient tends to be more involved in their own dental care. Patients who whiten are more likely to keep their recall appointments, practice better home care and maintain healthier gums.

Percentage of whitening patients who seek out additional cosmetic dentistry



For example:



PATIENT A

replaces older crowns with a lighter color in conjunction with whitening for the ultimate smile transformation.



PATIENT B

accepts recommended treatment for gum therapy now that she has a whiter smile she is proud to show.

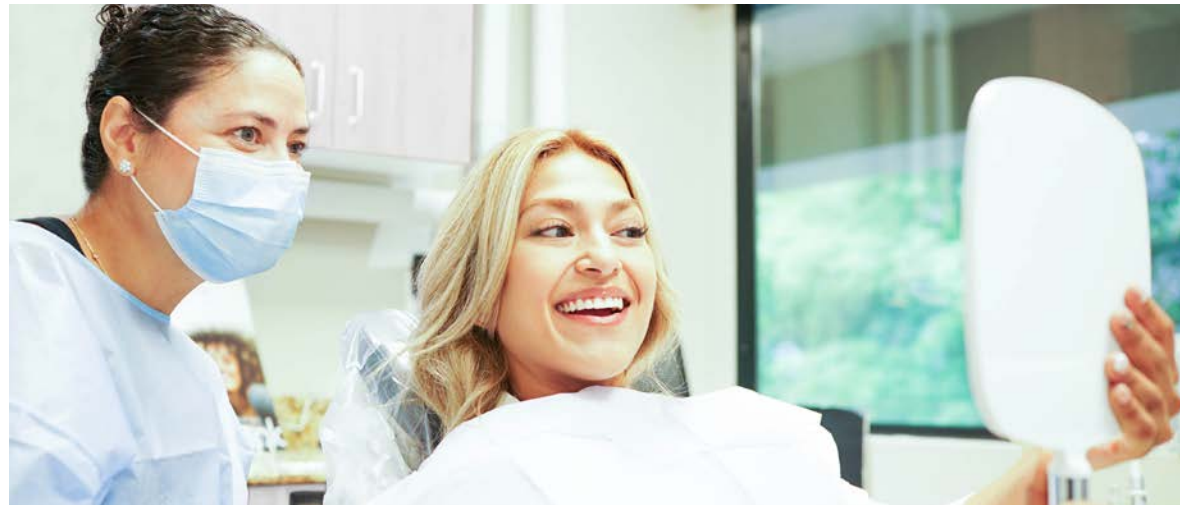
● More cosmetic dentistry ● Other Patients

*the Wealthy Dentist

Plus, more than 50% of whitening patients pursue additional cosmetic procedures.

Whitening is an ideal gateway to engage patients' interest in veneers, bonding, porcelain crowns, straightening, and more.

Happy patients with beautiful bright smiles are also your best source of new patient referrals!



Choosing the Best Whitening System For Your Practice

Now that we understand how essential whitening is for your practice, we need to identify the whitening program that best suits your practice model.

PRACTICE OPERATIONS FACTORS TO CONSIDER:



Treatment space availability

How many treatment spaces do you have available for in office whitening and when are they available?



Equipment footprint, mobility and ease of use

How much space does the whitening equipment take up? Is it easily portable? Is it easy to use?



Chair time requirements

How much treatment time does the system require?



Personnel time requirements outside of treatment time

How much time is required from members of your team outside of treatment time? For example, will they need to trim down custom trays?



Additional fees

Will the system require additional lab fees for custom trays?

BEFORE:



AFTER:



Choosing the Best Whitening System For Your Practice

PATIENT FACTORS TO CONSIDER:

Customization options

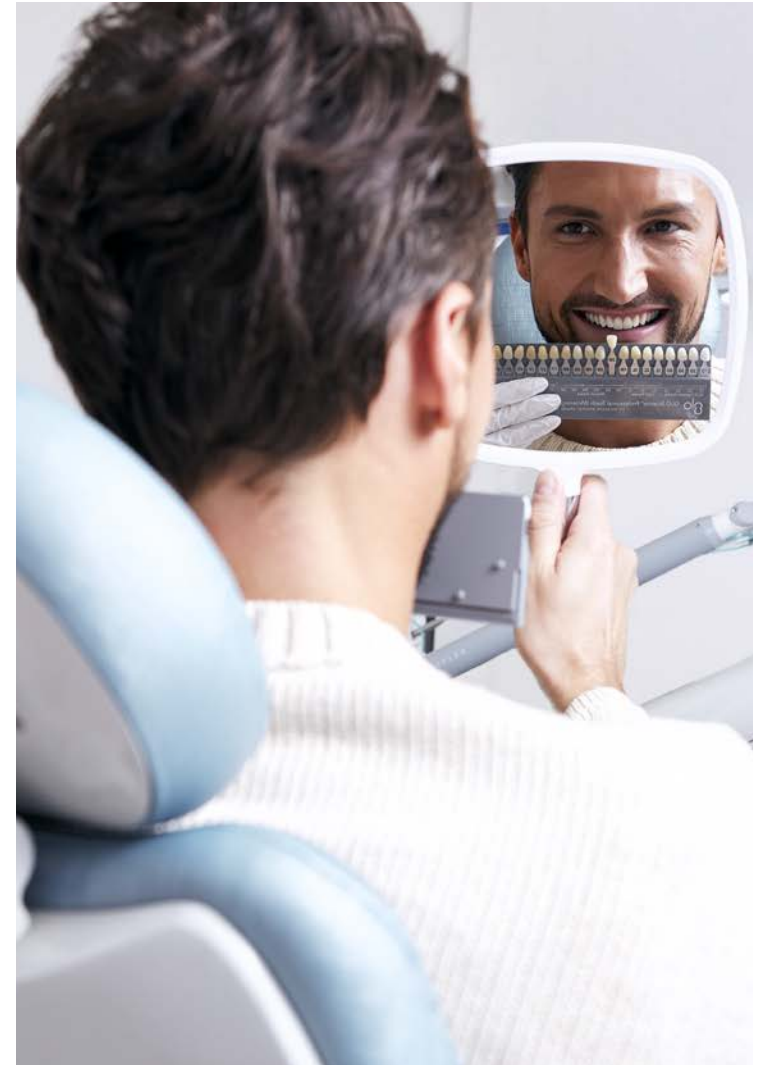
If you don't have a lot of available chair time, is there a high quality at home option you can offer? Does the system offer different options at different price points for different patient profiles?

Overall patient experience

What is the overall patient experience like? Are patients very likely to experience pain or discomfort? Will they be immobilized in a chair for an excessive period of time? Will they need to make an inconvenient return trip to the office to pick up additional components to enable whitening at home?

Demonstrated results

Does the system have published clinical results and are most patients likely to move anywhere from 5-12 shades in one in office treatment session?



The Whitening System You've Been Waiting For

GLO Science has the highest industry accolades in terms of overall ease of use, physical space footprint, chair time efficiency, customization and patient satisfaction.

The innovation leader in the professional teeth whitening category, GLO offers the superior tools and technology needed to maximize the role of whitening in the dental practice.

When it comes to professional teeth whitening, both dentists and patients have been in need of a system that is all things fast, affordable, painless and effective. GLO Science Professional delivers all of these things in one eye-catching package. It's what we've been waiting for.

Dr. Kent Tuttle | Phoenix, AZ

Finally, a whitening system that's easy to use and effective, without any of the major downsides of other products.

The GLO Science system was recently recognized by Dental Advisor's team of independent product evaluators with a 92% approval rating.



- ✓ Illuminating heat technology
- ✓ 1/2 the chairtime
- ✓ No sensitivity
- ✓ No lab fees or trays
- ✓ Unparalleled results

Maximizing Practice Growth With Whitening

In order to maximize the number of patients opting for teeth whitening, they need to that you offer it, how it will benefit them, and that it will be a pleasant and rewarding experience.

In short, you need to market it. Does that sound overwhelming? Don't worry we have **5 easy steps** you can take today to start spreading the word!

5 Easy Ways to Market Teeth Whitening In Your Practice Starting Today!

1 Display Marketing Materials

It may sound obvious but many practices forget to take this basic step. Set up any product displays, posters, easels, and brochures in your reception area AND in each treatment room. Patients end up sitting in treatment rooms without much to look at so use the opportunity to share more about the services you offer that can help improve their lives.



2 Take A Shade

This is an easy and natural way to ensure that tooth color is on every patient's radar and to enter into a conversation about teeth whitening. Simply measure patients' tooth color as a standard part of each hygiene visit and record it in their chart. Mention whether their tooth color has changed (lightened or darkened) from their last visit. Ask your patient to show you what color they would like their teeth to be on the shade guide. Inquire as to whether they have ever considered teeth whitening and if so, what they have already tried.



5 Easy Ways to Market Teeth Whitening In Your Practice Starting Today! (continued)

3 Offer A Whitening Add On

Create a special offer for whitening that can be added on to any hygiene visit and offer it every time you book or confirm a hygiene patient. Simply ask, “would like to complete your hygiene appointment with a whitening treatment? We have a special going on right now for only \$_____ plus a free take home kit.” After all, whitening is the best way to “complete your clean.”



4 Add a Whitening Offer To Your Patient Bag

Drop a whitening brochure or card featuring a special offer into your patient bags. Make sure it includes clear instructions for how to book a whitening appointment.



5 Get Social

Update your website and social media profiles to let patients know that you offer teeth whitening and to highlight some of the benefits of the particular teeth whitening treatments you offer. Also, share posts featuring happy teeth whitening patients including before and after shots and testimonials from patients about their results and your care.



 *GLO Science provides its dental practice partners with comprehensive, fresh and engaging marketing content and support, available for free download at glosciencepro.com.*

Whitening is the perfect first step to a complete smile transformation

8 SHADES WHITER!



Start Shade: A2 Ridgewood, NJ
End Shade: OM1
Regimen: GLO Science Professional
In Office Whitening
Four 8-minute passes of 24% HP

5 SHADES WHITER!



Start Shade: A1 New York, NY
End Shade: OM2
Regimen: GLO Science Professional
In Office Whitening
Three 8-minute passes of 24% HP

12 SHADES WHITER!



Start Shade: C3 Vienna, VA
End Shade: A1
Regimen: GLO Science Professional
In Office Whitening
Two 8-minute passes of 30% HP

With GLO Science, most patients see improvement of 5-12 shades with one in office treatment - no dehydration, no rebound, no pain.

Get Started Today!

With the right whitening program and partner in place, your **renewed** focus on teeth whitening to **excite** and **engage** your current patients will help you **increase** patient acceptance and home care compliance while **empowering** your hygiene team and **growing** your overall practice.



*The **GLO Science Professional Whitening System** is designed to elevate and grow your practice.*

A **smart**, **safe**, and **effective** whitening solution, the GLO Science Professional Whitening System is designed to elevate and grow your practice, letting you help your patients attain their healthiest, whitest, and most beautiful smiles while becoming your best source of new patient referrals.



Learn more at
<https://info.glosciencepro.com/gatewayebook>

This eBook was brought to you by

Whitening Success Starter Set by GLO Science Professional

The fastest and easiest way to get started with GLO Science Professional in your dental practice! Includes everything you need in 1 easy-to-understand package.



Learn more at
<https://info.glosciencepro.com/gatewayebook>