



*"From Marie to you"*

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**HENRY SCHEIN®**  
DENTAL

WHITENING  
SPECIAL

## WHITENING FOCUS

## ORAL B WHITESTRIPS



FROM A NAME YOUR PATIENTS TRUST

Oral-B's innovative 3D White Whitestrips have a cult following in the USA, Oral-B 3D White Whitestrips are thin, flexible strips that are coated with a tooth whitening gel containing 5% hydrogen peroxide. Designed to conform to the shape of your teeth, they work by holding the whitening gel to your teeth. Apply to your teeth for 60 minutes once a day and remove years of stains. The first treatment must be applied in surgery to comply with guidelines.

**Any questions?**

Just ask...

**Call me**

**Email me**

**Tweet me**

**Facebook me**

Whatever you do...

Its good to talk!

If I don't know the answer I know someone who does.

**Lets make the world whiter and brighter!**

## OPALESCENCE BESPOKE



Your practice logo printed onto the outer sleeve of Opalescence Kits.... **BUY 20 GET 10 FREE**  
Want to see how yours would look?

Use the reverse of the pack to promote your cosmetic services...  
Ask me if you wish to see yours!

**NOW AVAILABLE ONLINE TOO!**  
www.mariebrown-dental.co.uk

## ZARIS WHITE AND BRITE

New to the UK from 3M Zaris White and Brite comes in a unique calibrated



syringe so your patient knows how much gel to dispense. Zaris is available in 10% or 16% Carbamide Peroxide with a recommended wear time of 1-2 hours. It is available in a 6 x 3.5g syringe starter kit or a 2 x 3.5g syringe touch up kit.

**FREE WHITENING FOR LIFE...**

Discuss this idea with me.... Are you struggling to gain commitment to 6 monthly check ups? What is a patient "worth" to you? What's your recall rate? How many new patients do you get a month? What's your attrition rate? Lets build patient loyalty...

**Everything Dental**

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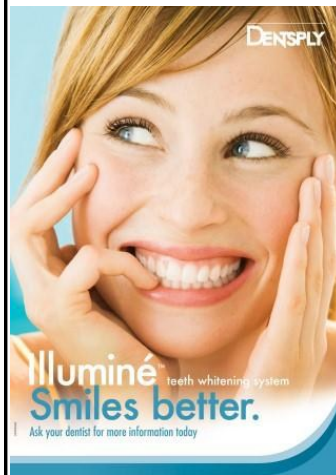
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## Everything Dental

## ILLUMINE

Have you considered 0% finance?

Ask me about our 0% finance package offering practice literature, private scale and polish plus whitening cost bundled together with a clear 0% finance price.



Available in Patient Starter kits contained in a convenient

wash-bag with clear instructions and refill kits of 10 syringes. Available as 10% or 15% Carbamide Peroxide as 3ml Syringes. Posters and patient literature available to support your promotional activity.

## YOUR WHITENING MENU

To offer a total whitening solution why not create a menu.... It could start with stain removal— a scale and polish (with air polishing if you offer it), Opalescence Go could be your first whitening package, custom tray whitening your next level and then if you offer it in surgery whitening. The patient then has a choice, feels they could afford to have whiter teeth and is potentially more likely to ask you or your team about whitening options, this is your opportunity to assess their suitability and discuss which is best for them and why.... **How many would have whitening if they thought they could afford it?**

## TEAM TRAINING

I have several whitening training sessions I can adapt to your requirements. The sessions are included when you buy your whitening products from me.

As one size does not fit all I would need to discuss what your requirements and desired outcome for the training and then I can tailor the training to match that.

Generally the sessions can be fitted into a lunch hour but I can work with your needs and be flexible with times. Please call or email me to arrange an initial discussion and arrange training.

I also sell HS Natural Elegance Whitening, Opalescence GO! Opalescence standard kits, Colgate Max White One, Voco Perfect Bleach and Ivoclar Vivastyle.

## SDI POLA

Pola Day is available at 3% HP for 60m wear time or 6% HP for 45m wear time. Pola Night is available as 10% CP for 2hrs-overnight wear or 16% CP for 90m-overnight wear. Pola paint offers a touch up or isolated tooth whitening option, as the name suggests it is painted on and is presented in 5.5ml "lipgloss" style tube. Soothe is a potassium nitrate and fluoride releasing desensitising gel for those sensitive patients (suitable for use with any system)