

# Smile Perfected Quick Reference Guide



## STEP 1 - MOISTEN LIPS

Use easy application Vitamin E swab. Apply to the lips in order to keep them moist. Add to gums for sensitive patients.



## STEP 2 - INSERT TRAY

Unpackage the tray when ready to insert into mouth. Check for even distribution of gel. Insert comfortably.



## PRE-TREATMENT

Polish Teeth to remove pellicle layer.

Start Here

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# Smile Perfected™

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## STEP 6 - TAKE HOME KIT

Include for patient: Whitening pen, cleaned in-office tray and take home instructions packed neatly in their Smile Perfected box.



## STEP 3 - PLACE LIGHT

Position the light in front of the tray (about 1") for 20 minutes. The LED will warm to activate the process.

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## STEP 5 - PEN & TRAY

Provide pen and tray for patient to continue whitening at home to prevent fade back. To Use: Apply gel to teeth using the pen, then insert the tray to prevent the lips from disturbing the gel. Keep on 20 minutes. Pen contains 30 applications.



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## STEP 4 - RINSE

Rinse the gel out of the mouth with the air/water syringe. Finish with a "Spa" experience. Delight the senses with lavender towelette.



### \* Additional Suggestions:

The gel should be at room temperature prior to placing in a patient's mouth. If using refrigerated storage, we recommend allowing treatment kit to adjust to temperature for both an improved patient experience and effectiveness.

# “LOOK STUNNING AFTER EACH AND EVERY DENTAL CLEANING”

Teeth Whitening is the #1 requested dental service. Make sure to offer Smile Perfected to your patients after their dental cleaning.

## ABOUT SMILE PERFECTED

The best time to whiten a patient's smile is right after dental cleaning. This is the Prophy Plus experience.

Smile Perfected is a great value for most patients who want a brighter and whiter smile.

## DIAGNOSE A BRIGHTER SMILE

### What Smiles Brighten & Whiten?

- ✓ A & B Shades Whiten
- ✓ Yellow Teeth Whiten
- ✓ All Teeth Brighten

### Set Patient Expectations

- ✓ *Brighter Smile* - Enamel prisms are cleaned out allowing more light to show a bright smile.
- ✓ *Whiter Smile* - Patients will see a whiter shade. Dramatic results can happen, but a whiter smile requires maintenance.

## HOW TO OFFER WHITENING TO PATIENTS

**First:** Discuss the Whitening options offered by your office.

**Then:** Mention that Smile Perfected is an excellent *value* addition to their hygiene cleaning appointment.

**Lastly:** Explain the benefits. Patients receive *both* a brighter and whiter *in-office* treatment and a *take-home* whitening pen to maintain and improve their smile.

Prophy Plus<sup>+</sup>  
e x p e r i e n c e

Best Patient Offering Phrase:

“Would you like a Brighter and Whiter Smile in just 20 minutes, without sensitivity, for only \$99?”



Specially formulated for maximum results without teeth sensitivity.

Get a remarkably brighter, whiter and enhanced Smile in just 20 minutes

Patient's relax comfortably experiencing the most popular whitening available.

Don't let unrealistic expectations ruin a patient's Smile Perfected Experience.



Just 20 Minutes



No Sensitivity

Smile  
Perfected™

Prophy Plus<sup>+</sup>

Actual Smile Perfected Patients



Noticeably Brighter



Beautifully Enhanced