

Published based on [A Fun New Whitening Tool for the New Year!](#)

A Fun New Whitening Tool for the New Year!

You have probably noticed the abundance of teeth whitening tubes and pens on the market. As small as a lip gloss, these tiny six inch cylinders contain professional-strength whitening gel that you can easily apply with the tiny brush "tip."

This impulse purchase that everyone can use, from teens to retirees, makes teeth whitening instantly available wherever you go. The pens are flying off the shelves of sites like Amazon and Sephora for \$25 and up, and customers are giving them the thumb's up!

This is why teeth whitening pens are breaking out as one of the most popular and high volume new products from Shine. Imagine the impact of custom-labeled whitening tubes for your practice, marketing your company wherever they go. And at Shine's volume pricing (starting as low as \$5 per pen), you can enjoy an instant source of new profit - what customer wouldn't be thrilled to buy an additional pen or two during every spa visit at the suggested retail price of \$20 per tube?

How do bleaching pens work?

Even high strength and professional teeth bleaching isn't enough to combat coffee and tea stains. The porous nature of the tooth's surface makes it very susceptible to staining. Anything that would stain a white blouse, from red wine to your favorite Starbucks coffee, will also be making an impact on your smile.

Nothing that can beat the results of periodic bleaching using a high-quality professional whitening gel and custom-fit trays. But for on-the-go-maintenance - or for patients who choose not to go to full professional bleaching - a whitening pen can provide quick touch-ups or as much as two shades of whitening after consistent twice-daily use for a period of 7-10 days.

Clients simply brush the front surface of the 6-8 teeth that show when they smile, on the top and bottom, with a light coating of gel. Shine delivers pens filled with 1.9 ML of 33% carbamide peroxide whitening gel with a mild peppermint taste. Take special care to apply gel to the spaces between teeth, where the shade is most likely to darken, and keep the lips away from the teeth for 30 seconds to give the gel time to dry. That's it! From the car, from the desk, or even as a person is reapplying their lip gloss, professional strength teeth whitener is a brush stroke away.

And there's more

For clients who purchase full bleaching kits, whitening pens are the ideal add-on accessory to brush the whitening gel evenly over the front surfaces in the bleaching tray. This is an ideal step to gain the maximum amount of whitening with a minimum amount of gel (saves on sensitivity, too) and it also helps ensure even application of the bleaching gel to each tooth. So for every client who purchases a Shine whitening kit, be sure to point out the value of owning at least one Shine whitening pen to round out their routine.

A Perfect Marketing Tool

Shine can custom label your whitening pens for your spa or salon, for a small one time set-up fee. Imagine the marketing impact of a whitening pen as a client appreciation gift that includes your logo, phone number, and a reminder that you've been "Making clients smile since 2005?" Whitening pens make a unique and fun gift that your patients will truly appreciate.

So why wait? Check out Shine's new whitening pens today and you'll be on your way to a fun and immediate new source of profits in 2010.

Shine [Teeth Whitening](#) offers professional teeth whitening services for medical spas, laser centers and cosmetic medical offices. Now, medical spas and physicians the ability to provide custom teeth whitening services and products like teeth whitening treatments and new smile whitening pens.

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