

Published based on [More Profits for your Medical Spa? Try Adding Teeth Whitening](#)

# **More Profits for your Medical Spa? Try Adding Teeth Whitening**

[!:<http://www.webmarksolutions.com/wp-content/uploads/2010/03/MJKahler9.jpg>] How can you easily make your practice more profitable?

Why not teeth bleaching? According to the American Academy of Cosmetic Dentistry, 99.9% of adults believe that having a good smile is a must to having a good social life. 96% of adults say that an attractive smile is essential for making a good impression on the opposite sex. 74% believe that a less than perfect smile can actually hurt your career.

Over the last 5 years, dentists report that the number of their patients seeking whitening treatments has actually tripled. No surprise that professional teeth whitening has grown to become a \$300 million industry!

Professional teeth bleaching-using professional strength bleaching agents in combination with custom-fit whitening trays-is one of the simplest, safest and most profitable procedures you could provide.

The ADA agrees:

"Dentist-prescribed, home-applied bleaching from a reputable manufacturer for short-term treatment duration is safe and recognized as most effective in lightening the color of teeth."

While a spectrum of laser and light therapies have appeared from a variety of sources, periodic use of professional strength whitening gel continues to reign as the most effective treatment of all. Consider this: even in a practice that offers laser whitening treatments, the dramatic whitening patients experience is extremely short lived. Any variety of light treatment leaves the tooth surface dry and more porous. A laser treatment may appear to produce a dramatic improvement, but once the teeth become re-hydrated, much of the improvement is lost. Even worse, the more porous surface will require more maintenance than before to sustain any portion of the immediate whitening gain.

If you offer laser treatments, it is crucial that you couple them with a high-quality home bleaching treatment so your clients remain satisfied.

If you do offer laser treatments, be sure that you combine them with a high-quality home whitening kit so your patients continue to be happy with the results.

The average cost of a professional home whitening kit from a dentist is \$350. However, Smile Simple offers an easy outsourced lab solution for creating the same level of custom-fit kit-combined with full 22% carbamide peroxide whitening gel (over the counter whitening strips provide a solution of just 2-4%) for just a third of the retail cost. All this good news for your patients coupled with additional profit for you!

If you offered teeth whitening kits to your existing patients, you could be adding several thousand dollars a month of incremental profit to your existing practice with no new equipment, no additional staffing requirements, no training, just by carrying and offering the simple-to-use Smile Simple kits.

More good news: Each 5ML syringe of 22% carbamide peroxide replacement gel is \$20 retail, providing an instant profit margin of more than 60%.

What next? Check out the new Smile Simple kits from MedicalSpaMD to get your share of this booming \$300M industry.

[Shine Teeth Whitening](#) offers custom teeth whitening products and services for medical spas, laser centers and cosmetic medical offices. Shine gives these medical spas and physicians the ability to provide custom teeth whitening services and products like teeth whitening kits and whitening pens.

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