Wondering how to get your patients started on a Whitening Program?

It’s all about how you approach it. Bring it up in conversation and you’ll be surprised to discover how many people have been thinking about it.

Start by asking things like:

- Have you been wishing for a brighter, whiter smile?
- Do you have any big “photo” events coming up like a wedding, birthday or reunion?
- Why do you feel shy about showing your smile?
- Have you experienced any health changes, like taking any new or different medications?
- Are you aware you have some dark or discolored spots? We can help them match the rest of your teeth.
- Do you drink coffee, tea, red wine or dark sodas?
- Have you ever experienced sensitivity using at-home whitening treatments?
- Any big changes in your life? Graduation? New job? Recently single?
- When was the last time you whitened your teeth?

Look for opportunities to naturally work one or two of these questions into every patient conversation and you’ll discover many chances to talk about whitening and tell patients about the benefits of At-home Whitening Gel.