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Fourth and Down: Punt or Go For It?

It is the fourth quarter of 2014 already! Have you met your goals for new patients? Patient retention? Production? If this was a football game it would be the last play of the game. While it may seem too late to start up some new marketing efforts to close out the year, there are still great reasons to market to your patients (or prospective patients) in meaningful ways. Here are a few ideas to help you and your team get back in the game and end the year with a big score:

October
- Halloween Health Tips or Host Candy Buy-back
- Cancer Awareness: Dentist is Part of Cancer Care Team
- Benefits Reminders

November (Note: avoid mailing near election time)
- Happy Thanksgiving: Thank You for Being a Patient
- Host Patient Appreciation Event or Open House
- Launch Referral Thank You Program

December
- Holiday Greetings
- Whitening Specials & Gift Certificates
- Canned Food or Toy Drive Drop-off Center

Staying connected to your patients is a year-round task, but some of the most important opportunities are saved for this time of year. Our customers who consistently market this time of year retain more patients and see a spike in production and referrals as a result of their efforts. Give it a try. We can help you every step of the way. If you would like more details about how to implement any of these fourth quarter feats, simply email editor@smartpractice.com.

Enjoy the issue!

We want to hear from you.
Send us your comments, practice stories and any topics you’d like to read about in Jump. Pose questions to our practice marketing experts. We look forward to hearing from you.

smartpractice.com/jump
editor@smartpractice.com
SmartPractice dental marketing services offer you expert advice, proven strategies, products and services to market your dental practice effectively and affordably. Like you, we have a passion for healthier patients, brighter smiles and improving treatment compliance. That's why dental offices like yours choose SmartPractice as their primary partner in patient recall and practice marketing year after year.

Our 40 year history and expertise in dental marketing has led us to create the most effective and timely marketing tools for your practice. We’ll work directly with you to determine the best products and services to maximize your patient response, new appointments and treatment compliance.

Visit smartpractice.com/dentalmarketing to request a FREE 30-minute dental marketing consultation or call 800.522.0800 ext. 7568.

FREE consultation includes:
✓ New patient planner ✓ Social media review & content strategy
✓ Digital strategy & recommendations ✓ Online reputation management ✓ Recall Assistant
Direct Mail Marketing

Dental Recall Strategy

Marketing Mix or a Marketing Miss?

The widespread use of email and text messaging has opened up new opportunities to reach dental patients in a timely and cost-effective way. Whether you need to chase down patients to confirm an appointment or get them to schedule, incorporating multiple communication methods ensures you have the most effective marketing mix. To get a better understanding of how important all forms of communication are when reaching out to your patients, a recent study was completed to see how utilizing automated phone calls and postcards affected their return on the investment.

Marketing Mix

It should be no surprise that your office will have the most success in getting the right response (an appointment made or confirmed) if you can reach your patients using multiple channels and ideally the method they prefer. Your patients are unique—some live with their smartphone in their hand, while others don’t even own a cell phone. These are the best practices from our study to get the most results.

Confirmations – Patients will respond more quickly to email, text or a phone call. In fact most patients will confirm an appointment by text message in 11 minutes.

Recare Due – When the call to action is to schedule an appointment, the response rate improves when more than one channel is used. Start with an email and follow up with a text message. If still not scheduled, follow up.

Reactivation – Patients who haven’t had a dental visit in a year or more will require more than an electronic reminder. Follow up your email or text reminder with a postcard which has more staying power as it sits on their counter, fridge or bulletin board.

Automating Your Marketing Mix

Managing your patient’s communication preferences and the multiple channels for patient engagement can be complicated to execute in an already busy front office, even with a scheduling coordinator. You can use a service to automate these tasks.

In selecting a service you want to be sure it meets these requirements to ensure it maximizes your marketing mix to reach your patients at the right time with the right message:

- Capable of sending all channels: emails, text messages, phone calls and postcards
- Honors patient preferences for no text, no postcards, etc.
- Uses your practice management software Continuing Care Settings (not all of them do!)
- Customizable timing for delivery of email, text messages, phone calls and/or postcards (touch points should be effective and not annoying)

The Study

To take a deeper look into how automated phone calls and postcards impacted patient engagement at dental offices, PracticeMojo™ Automated Recall & Marketing reviewed a sample of 700 dental offices during the second quarter of 2014. A staggering 1,867,810 total communications were sent—including emails, texts, postcards and automated phone calls.

With offices showing an 861% increase in their ROI from simply incorporating automated phone calls and 540% by including printed postcards and it should be easy to answer the question “Should our office use multiple channels in our marketing communications?”

Email reminders and text messages can get lost in the in-box, along with your patient’s intent to schedule when they see it.
Direct Mail Marketing

If your current service only allows automated texts and emails—and not cards and phone calls, you are missing out on revenue for your practice. If you have any questions on how to get the most out of automating your patient communications, call PracticeMojo at 800.556.2580.

DENTAL RECALL
by the numbers

Just how important are postcards and phone calls for getting patients back into your office? We observed over 700 dental practices over the course of 3 months to give you an idea!

TOTAL COMMUNICATIONS SENT

- 816,454 EMAILS
- 330,393 POSTCARDS
- 675,817 TEXTS
- 45,146 AUTOMATED CALLS

APPOINTMENTS GENERATED

- PENDING 37,296
- COMPLETED 42,280

SO HOW DID IT AFFECT THE OFFICES’ ROI?

- Offices that utilized print had an increase of 540% over those that didn’t
- Offices that utilized automated phone calls had an increase of 861% over those that didn’t
- The overall average ROI was a whopping 5413%

STATE vs. STATE

- Highest # of emails: TENNESSEE
- Highest # of texts: VIRGINIA
- Highest # of postcards: WYOMING
- Highest # of phone calls: NEBRASKA

Make sure you are utilizing all forms of communication to reach out to your patients. By relying on texts or emails alone, you miss out on valuable appointments.

PracticeMojo Automated Recall & Marketing
800.556.2580 practice mojo.com

Stats from April–June 2014. ROI calculations based off the monthly fee and the appointments generated by PracticeMojo being assigned a value of $260 each.
Improve Patient Habits

Develop your own Halloween Program

Kids are gearing up for trick-or-treating while mom and dad are planning their strategies to stash away the excess candy before their kids can eat it all. And who can blame parents for wanting to create a diversion. Did you know the average amount of candy collected on Halloween night is roughly 100-200 pieces per child? Here’s where your dental practice can help out and WOW your patients.

While you create awareness with patients regarding how Streptococcus bacteria feeds on sugar, which then turns into acid that eats away at tooth enamel, why not have a little fun with the topic too? Finding clever ways to engage your patients during the holidays is a great way to fill out your schedule throughout the year.

Determine what you want your program to be
At your next team meeting, brainstorm what types of activities your office can do to develop a Halloween program that improves patient habits when it comes to consuming candy.

Idea #1 – Trade
HalloweenCandyBuyBack.com is making national news—have you participated in past years? Pick a day or weekend after Halloween and throw an event for the community to come to your office with their candy. To soften the blow of giving up their hard-earned candy, offer kids a goodie-bag or cold, hard cash for it. $1 for every pound of unopened candy they hand over is a great incentive for kids to donate. In turn, you’ll donate the goodies to Operation Gratitude who send it in care packages for our troops to enjoy.

Idea #2 – Educate
Patients of all ages can be impacted by hard and sticky candy. You would be surprised that many don’t realize that Hard candy may crack teeth or that Sticky candy will stick to teeth longer increasing risk of caries.

Replace your message on your recall activities with informative candy tips. Feature a range of candy options that are especially tooth unfriendly. In general, invite parents in for a post-candy cleaning.

Prefer Not to Give Cash?

Create your own Candy Buy Back Goodie Bag.
Fill your Supply Bag with a personalized Toothbrush, Dental-themed personalized Pencils, Stickers and Bouncy Balls. Fun!

Advertising Checklist:
✓ Facebook Posts
✓ Contact Local Media about your program and event
✓ Feature Your Halloween Campaign on a Custom SmartPractice Supply Bag and Create a Custom Reminder Postcard &/or Email

Alarm Clock
Dr. Terry YoungsGrade
20403, Oakland Rd.
(314) 334-2000
20403, El Paso Rd.
(314) 200-2460
So much more than just appointment confirmations and reminders, PracticeMojo™ reactivates lapsed patients and creates new appointments automatically. Utilizing text, emails, postcards and phone reminders, PracticeMojo reaches 100% of your patients to make sure your schedule is full all year long. Plus, with no contracts, you're completely free to do what's best for your practice. Don't let your patients fall through the cracks. Get PracticeMojo.

PracticeMojo helps generate an average of **50 new appointments each month!**

Reduce No-shows  
Create New Appointments  
ReachALL Dental Recall™

**Ask us how you can get $840 in ANNUAL SAVINGS!**

Expires 12/31/14. Offer Code: Jump
Does not combine with other offer(s) or discount(s).

Connect with a Practice Coach at [practicemojo.com](http://practicemojo.com) or call **800.556.2580** today!
Effective Team Management

Rewarding Your Team Rewards Your Practice

Most dentists and office managers focus on patient retention and reactivation to build and maintain a thriving practice. While both are important, many overlook how equally important it is to ensure and retain a happy staff. Your staff is the core of your practice. Practices function best when staff morale is high and turnover is low. When employees are unhappy, feel unappreciated or unmotivated, complacency abounds and service to patients and coworkers suffer. Unwanted behavior and tensions can create an unpleasant working environment and poor patient experiences which directly impact your bottom line. Unhappy employees can result in patients and staff leaving your practice.

Rewarding your team can create and maintain a strong core. A little effort can yield big benefits which you can be seen in the faces of your long term employees, satisfied patients and improved profitability.

Here are four types of rewards that are successful for dental practices:

Compliments and Recognition
Simple and at little or no cost, there are no barriers to compliments and recognition. Dr. Gerald Graham conducted a study of potential workplace incentives for medical employees. His study showed the top five motivating incentives for employees in the medical field are initiated by managers and based on employee performance:

- Manager personally congratulates employees who do a good job
- Manager writes personal notes for good performance
- Organization uses performance as the major basis for promotion
- Manager publicly recognizes employee for good performance
- Manager holds morale-building meetings to celebrate successes

Celebrations
Parties do not have to be costly. Involve as many people as possible in the planning so that the celebration is participated in enthusiastically. Celebrations are more than some food and decorations. They are an opportunity for employees to relate to each other outside of professional roles and build relationships, and hopefully, friendships. Be memorable. Get creative. Ask your staff for ideas for celebrations they would like and encourage that they plan them together. Here are just a few ideas:

- Spring for appetizers at a nearby restaurant after tough day
- Host an ice cream social two days every month of summer
- Provide a catered lunch on March 7 Employee Appreciation Day

Special Gifts and Gift Certificates
Money is effective at attracting and keeping good people; however, cold hard cash does not motivate people to do their absolute best work. Two effective motivators are special gifts and gift certificates. Offer your team rewards that directly impact their bottom line. Provide free or reduced dental care for employees and their families. You can also occasionally pay for something special to help their family (i.e. tutoring for a child, portion of daycare or summer camp, membership to Costco or Sam’s Club). Gift Certificates enable you to be creative and personalize rewards based on the interests of individual team members (i.e. scrapbook store, massage, sky diving, movie or game tickets, pet grooming).

Bonus and Incentive Plans
Teamwork and results drive most dental practice incentive plans. According to Executive Director of Fortune Practice Management Alan Richardson, practices should “base incentives on net collections rather than production. Net collections are collections after refunds to patients and insurance companies.” By doing so, staff can see a correlation between individual and practice success and be motivated to perform at their best in order to earn a bonus.

Your practice benefits when you reward your team. Satisfied employees work together better, stay with your practice longer and create patient experiences that strengthen relationships and increase retention.
When new homeowners move into the area surrounding your practice, the smartest move you can make is to be the first to send a new mover mailer to welcome them to the neighborhood and introduce your practice. Eventually your new neighbor will need an oral care provider — be the practice that is remembered and called first.

Visit smartpractice.com/newpatients or call 800.522.0800 ext.7568 to learn more or get started today!
How a Panda Can Make or Break Your Google Ranking

Trying to keep up with online search engines and the algorithms that guide them can be a daunting task. Setting your website up to “play nice” with online search engines can be a great tool in your marketing mix for acquiring new patients. Even if you don’t manage your own website, you will want to make sure these tips are implemented to ensure your site isn’t held back in the search rankings.

Google’s recent updates have focused on trimming out websites that are deemed to have very low quality content such as copied pages or articles. What this means for your website is that it is more important than ever to have fresh, unique content on all your site’s pages. While each Google update is usually shrouded in mystery as to what exactly changed, they often outline the general focus of each to help website owners correct any issues that could rear their ugly heads after a new update. We will cover some things to check on your practice website to make sure your rankings do not suffer.

**Your Content is Key**

If you outsourced your website creation, you will definitely want to make sure the content on your site was not simply copied from elsewhere on the internet. A great free resource you can use to check this is copyscape.com. You can use this site to check individual pages of your website to see if any content exists found word for word anywhere else on the web. If anything is found, you can make some edits and keep your content unique to your site only. This is also very important if you have a blog on your site that someone else writes for you. If your site or blog contains copied content from all over the web, that will adversely affect your site ranking.

**“Modern” Websites Matter**

Remember the old days of websites listing 90+ keywords at the bottom of a page to help with ranking? Those tactics are long gone, and now actually negatively impact a site’s ranking. Google grades sites on user experience now, so tactics that were once used to trick search engines into believing the site covered certain topics and keywords now result in penalties. What this means for your practice website is that you need to ensure it is easy to navigate and each page has clear and concise content.

**What Does it All Mean?!**

While there are countless things to cover when it comes to SEO, the important thing to remember is that Google values content that is of value to readers. Google’s ultimate purpose is to show users the site that (hopefully) best answers their query. By keeping your site easy to navigate and full of unique content that matches the search terms your potential patients are typing, search engines will consider your site a valuable resource to show them.

**New Patient Leads**

If your office location has significant local competition, you will find it difficult to maximize the potential of your current dental website without investing thousands of dollars a year hiring an SEO marketing company. Utilizing pay-per-view performance services like LeadFyre Marketing portals provides a more economical way to reach your goals. Keeping your website current, as well as having multiple sources of new patient leads, will make a measurable impact to your bottom line.

By keeping your site fresh and unique with well written original content, Google views it as a valuable resource.
Are you reaching your target market?

With millions of web searches every day, high visibility online is more important than ever. When a potential new patient searches for dental care, are your services on the first page of their results?

Introducing LeadFire New Patient Lead marketing portals. Specialized websites built specifically to attract and convert high-value patient leads to your practice. LeadFire is simple. Just choose the services you want to rank for in Google, Yahoo or Bing and we take care of the rest. PLUS you only pay for leads.

Want new patient leads?
Discover how LeadFire marketing solutions can grow your practice.
smartpractice.com/leadfire

Nature’s Other Thirst Quencher
Sweetened with 100% Natural Xylitol

Chewing Gum
Xylitol

Dental Care Chewing Gum
- Reduction of plaque forming bacteria
- Eases Xerostoma
- Sweetened with 100% Xylitol
- Reduction of plaque debris
30/tube $3.09 per tube
12 tubes/case.....$43.69

Dry Mouth Drops
Xylitol

Dental Care Drops
- Helps reduce oral dryness
- Reduction of plaque forming bacteria
- Reduces plaque debris
- Sweetened with 100% Xylitol
Individual flavors
12 bags/25 per bag.....$40.49

Buy 6 Boxes & Get 1 Box FREE!
Enough **patients?**

**Is your schedule full all day every day?** □ NO □ YES

**Do you consider your recall and reactivation effective?** □ NO □ YES

**Are you capturing leads from local searches?** □ NO □ YES

**Are reviews and social media driving appointments?** □ NO □ YES

SmartPractice® has the proven marketing solutions to turn your NOs into YESs. Every day, thousands of practices use these tools and are thriving as a result. Loyal customers like you can lock in exclusive discounts on our solutions as Expect More Club members.

---

**Automated Recall & Marketing**

Are you filling your schedule every day? PracticeMojo enables you to reach patients exactly how they want to be contacted, resulting in more appointments and a busy schedule. Easy to use and a true timesaver, PracticeMojo automates patient Reminders, Reactivation, Reviews and so much more.

---

**Facebook Pro Solution**

Are you effectively leveraging the #1 social media site? Having worked with hundreds of practices, we’ve found that Facebook creates increased name awareness, patient loyalty and referrals. Get weekly post ideas designed to increase likes, patient interaction and referrals.

---

**More Visibility, More New Patient Leads with Leadfire**

Want to automatically receive new patient leads? LeadFire New Patient Lead online marketing portals automatically attract high-value patient leads to your practice. No set-up fees. No contracts. You only pay for performance.

---

**Patient Communications & Giveaways**

Is your schedule full all year? Are your Giveaways branded conversation starters? Build patient loyalty using the power of direct mail and giveaways with Personalized Postcards and Occasion Cards. Foster a greater sense of belonging to your practice family. Personalized Giveaways are a fun and easy way to leave patients with a memorable experience and generate referrals.

---

**Custom Branding Package**

Do people quickly recognize your brand? You select the components and we will create a Custom Branding Package that unifies your brand and integrates seamlessly into your marketing campaigns.

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Call **800.522.0800** or visit smartpractice.com/more to become an Expect More Club member!
Crest® + Oral-B® power brushing solutions
give your patients all the power they need

**GINGIVITIS SYSTEM**
Comes in a tote bag containing:
- Oral-B® Professional™ Precision 5000™
  Power Toothbrush with SmartGuide™
- Crest® PRO-HEALTH™ Clinical Gum
  Protection Toothpaste (4.0 oz)
- Crest® PRO-HEALTH™ Multi-Protection
  Rinse (250 ml)
- Oral-B® Glide™ PRO-HEALTH™ Clinical
  Protection Floss (15 m)

**SENSITIVE SYSTEM**
Comes in a tote bag containing:
- Oral-B® Professional™ Precision 5000™
  Power Toothbrush with SmartGuide™
- Crest® Sensi-Repair & Prevent™
  Toothpaste (3.5 oz)
Also includes for other oral health benefits:
- Oral-B® Glide™ PRO-HEALTH™
  Clinical Protection Floss (15 m)
- Crest® Sensi-Care™ Formula* Rinse (500 ml)

**OrthoEssentials SYSTEM**
Comes in a tote bag containing:
- Oral-B® Professional™ Precision 5000™
  Power Toothbrush with SmartGuide™
- Crest® PRO-HEALTH™ Clinical Gum
  Protection Toothpaste (4.0 oz)
- Crest® PRO-HEALTH™ Complete
  Rinse (500 ml)
- Oral-B® Superfloss™ (10-count)

**UPDATED BUNDLE!**

**WHITENING SYSTEM**
Comes in a tote bag containing:
- Oral-B® Professional™ Precision 4000™
  Power Toothbrush
- Crest® 3D White Luxe™ Glamorous White™
  Toothpaste (41 oz)
- Crest® 3D White™ Luxe Multi-Care
  Whitening Glamorous White Rinse (237 ml)
- Crest® 3D White™ Whitestrips™ Professional
  Supreme with AdvancedSEAL™ No Slip
  Technology (14 treatments per box)

**DAILY CLEAN SYSTEM**
Comes in a tote bag containing:
- Oral-B® Professional™ Precision 1000™
  Power Toothbrush
- Crest® Complete Multi-Benefit™ Whitening
  + Scope™ Toothpaste (4.4 oz)
- Scope® Original Mint Rinse (250 ml)
- Oral-B® Glide™ PRO-HEALTH™ Deep Clean
  Floss (15 m)

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continuing the care that starts in your chair

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Branding

Branding is Your Practice’s Fingerprint

You can leverage your brand to get more new patients. There is no one else exactly like you. The same can be said about your practice. Your brand is your practice’s identity. Think of it as the crib notes to the story of who you are and what you have to offer. The purpose of branding is to get noticed, communicate what you do, set your practice apart and motivate patients.

How to Create a Brand

Oftentimes a brand evolves from an ability to solve a particular problem or fulfill a specific need. A competitive advantage may also help shape a brand. For example, Dental Solutions for Seniors. Successful branding depends on your understanding of the needs of your customers and prospects, and your ability to convey that your brand should be chosen over the competition to satisfy those needs. A brand that is strong and effective must be: recognizable, relatable, memorable, consistent, and able to create connections and influence behavior.

Recognizable, Relatable and Versatile

A logo is more than a clever design or a cool font; it is the foundation of a brand. People will often recognize your practice by your logo rather than your name so it should be clear and versatile. The simpler the logo, the better chance it will stand the test of time.

Since there are so many marketing channels and formats, your logo must be versatile so that it can be adapted to translate to any size—business card, website banner or billboard; color—black and white as well as full color; and medium—web, print, stationery, promotional giveaways, signage, etc., without losing recognizable details of your brand. Your logo must be appropriate so that it connects with your target audiences. What may appeal to you may not connect with them.

Memorable

Think about how many competing dental practices are in your neighborhood. You don't want to be the dentist with the generic white tooth logo. You want to distinguish yourself from the competition by creating a visually appropriate brand that leaves no question about what you do. If you specialize in pediatric care, use imagery that relates that to potential patients at a glance. Using your branding consistently on all materials, forms and advertising helps build awareness and familiarity to both current and potential patients.

Create Connections

One or all elements of your brand should create an emotional response with your target audiences—patients, prospects, community and industry. Best Buy’s logo, for instance, uses words and a visual cue to convey it offers more value than competitors: “Best Buy” inside a price tag. Emotional connections are what drive action, loyalty, retention and referrals.

Influence Behavior

When a brand creates a positive emotional response, it has the power to motivate the buyer. A potential patient’s behavior varies from reading your online reviews and checking out your Facebook page to asking a friend if they have heard anything about your practice and calling for an appointment. The same is true for current and lapsed patients. Using strong branding elements that foster strong emotional connections with your patients and remind them why they chose your practice may influence them to stay with your practice and refer people to you.

Branding Comes Full Circle

A brand that is understandable, relatable and used consistently becomes imprinted on the members of the target audiences. Repeated exposure connects the brand to people and the strength of the brand connects with people, prompting action. In the case of your practice, effective branding equates to thinking of you for dental care, scheduling appointments and referring people to you.

Your Brand Should:

· Represent your identity
· Embody your practice’s core values
· Be easy to recognize
· Connect with your target audiences
· Be used consistently
· Distinguish you from the competition

Want to learn more about branding your practice or need a dental logo or refresh?

Call us for a free 30-minute marketing consultation at 800.522.0800. One of our branding experts can evaluate your current strategy, talk to you about options to refine your branding and discuss positioning strategies so your practice brand begins creating more connections and more business.
Whitening—what’s in it for you?

Personalized Take-Home Whitening Kits benefit you AND your patients.

Now more than ever, patients understand the personal and professional benefits of showing off a beautiful, bright smile—and you can give them what they want.

Personalized Cosmetic Whitening Kits offer a safe whitening solution that looks like it’s branded, manufactured and branded exclusively for your practice.

Reflection™ Advanced Tooth Whitening System provides the dependable quality of a 10%, 22%, or, faster acting 35% carbamide peroxide solution. The viscous, water-based gel is designed to make direct contact with the teeth for maximum whitening. Plus, a refreshing mint flavor and the addition of Potassium Nitrate to help reduce sensitivity make it pleasant to use.

- Create a kit that’s uniquely yours
- Feature a custom message anywhere on packaging
- Offer a low-priced, high-quality premium whitening option
- Generate return visits for refills

$35 first time set-up charge

Personalized Take-Home Whitening Kits benefit you AND your patients.

BUY 24 kits GET 1 Kuraray Teethmate Desensitizer trial kit FREE $50 Value!

A new product that will help patients who suffer from sensitivity

Each Take-home Whitening Kit includes:
1. Two huge, 5ml bulk syringes of solution—twice the amount compared to national brands
2. Two universal, reusable trays that do not require heating
3. Shade Guide and instructions so patients can track results
4. FREE personalization with your practice information

Only $12.99 each!

Semi-Custom Whitening Kit Options
Make it uniquely yours with just a few clicks. Choose background color and add text or your logo by using our online editing tool.
Personalized for FREE.

A. Blue Scape
   - SP159P 10% solution
   - SP145P 22% solution
   - SP153P 35% solution

B. Perfect Teeth
   - SP143P 22% solution
   - SP151P 35% solution

C. Perfect Smiles
   - SP161P 10% solution
   - SP144P 22% solution
   - SP152P 35% solution

Contour Collection
- SP162P 10% solution
- SP163P 22% solution
- SP164P 35% solution

Scroll Collection
- SP168P 10% solution
- SP169P 22% solution
- SP170P 35% solution

Discs Collection
- SP165P 10% solution
- SP166P 22% solution
- SP167P 35% solution

Custom Whitening Kits let you:
- Create a kit that’s uniquely yours
- Feature a custom message anywhere on packaging
- Offer a low-priced, high-quality premium whitening option
- Generate return visits for refills $35 first time set-up charge

- SP8012P 10% solution
- SP8015P 22% solution
- SP8014P 35% solution

Rich Burgundy
- Gold Rush
- Venetian Blue
- Rich Burgundy

Forest Green
- Royal Rust
- Gallant Green
- Plum Passion
- Brave Blue

Blasting Blue
- Riveting Red
- Punchy Purple
- Groovy Green
Discover Super-stretch Technology
Feels like latex. Fits like latex. It’s NOT latex.

Le Soothe® Sapphire™ Polychloroprene Exam Gloves
Striking sapphire color. Soft, strong and stretchy. With Aloe Vera and the antioxidant properties of vitamin E in the emulsion, your hands will look and feel great.

- 433466 …X-Small
- 433467 …Small
- 433468 …Medium
- 433469 …Large
- 433469XL …X-Large

$9.99 (100/box)

Pink Ribbon Gloves of Hope® Polychloroprene Exam Gloves
Generates a donation to breast cancer awareness and research programs.

- 431041 …X-Small
- 431042 …Small
- 431043 …Medium
- 431046 …X-Large

$9.99 (100/box)

Le Soothe® Polychloroprene Exam Gloves
Moisture-balancing and antioxidant benefits of vitamin E & Aloe Vera in the emulsion.

- 431046 …X-Small
- 431047 …Small
- 431048 …Medium
- 431049 …Large

$9.99 (100/box)

Experience it today!
Call to order or request a FREE sample pack.

The unique formulation offers superior elasticity with a thin feel for improved tactile sensitivity and the excellent comfort and fit latex-wearers prefer. SmartPractice Polychloroprene gloves contain no natural rubber latex, so they’re ideal for patients or staff who may be allergic to NRL proteins.

- Thin feel for improved tactile sensitivity
- Powder free
- Polymer coated for easy donning
- Ambidextrous
- Comfortable, non-latex alternative
- Textured grip