

## GLO SCIENCE PROFESSIONAL NEWSLETTER DECEMBER 2016

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### Fact vs. Fiction: LED Whitening Lights



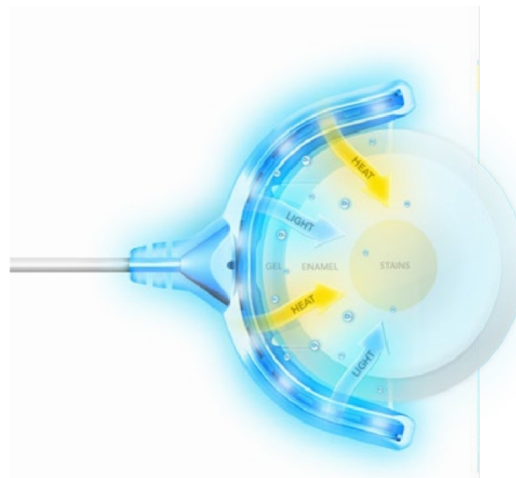
With the countless whitening products available today, trying to pick the right one can be overwhelming, for you and for your patients. Teeth whitening products come in all shapes and sizes. The problem is, far too few people are asking the right questions before selecting a whitening system. Unfortunately, some of the most recognizable whitening products on the market may not be the

safest or most effective. In fact, some whitening systems lack the scientific evidence and clinical studies patients should insist on before trusting a product with their precious smiles. Your patients need you, the dental professional, to guide them towards safe, clinically-backed whitening products through education about whitening technology.

#### IT'S NOT THE LIGHT....IT'S THE HEAT

GLO Science is the only whitening technology that uses controlled **warming heat** in a patented closed system mouthpiece. While GLO incorporates safe LED lights, it is actually the GLO optimal heat that accelerates the whitening formation of highly reactive oxygen ions which are responsible for teeth whitening. The closed system prevents these ions from escaping and therefore maximizes the whitening effect.

According to the American Dental Association, "most studies have reported no additional long-term benefit with light-activated systems." In other words, LED light alone has not been proven to accelerate teeth whitening. It's the optimal heat that makes the GLO difference.



The GLO Science Professional Teeth Whitening System was developed by NYC prosthodontist, published author, NYU professor, and noted oral health expert Dr. Jonathan B. Levine and has been clinically proven to produce superior whitening results without the sensitivity. When it comes to your patients' smiles, why settle for anything less than the

best?

**Your patient's smile is their best accessory and your best marketing tool.**

**Here's what they should know about what sets GLO apart.**

## GLO Practice of the Month

Demartino Dental Group in Phillipsburgh, NJ got things GLOing at their winter GLO white party! VIP patients were invited to bring a friend for an evening of beauty, fun, and GLO teeth whitening.



What a great way to promote your practice, attract new patients, and grow your cosmetic business!

Want to host your own GLO white party? Contact your GLO rep for help and [click here for your customizable GLO party invitation](#) and [here for your GLO Party Resource Guide.](#)

## Learn more about...

**GLO Science Professional Take Home Kit**  
**The perfect holiday gift!**



**Order through your GLO Rep  
or Friendly Benco Rep TODAY!  
1-800-GO-BENCO**

[4960-303] 6-Patient Pack / \$870.99 (\$145 per patient)

**#getgloing #gloprofessional**

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Want to appear as a featured GLO office through GLO social media? Send us pictures of your team GLOing and share how you are building your whitening practice!

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