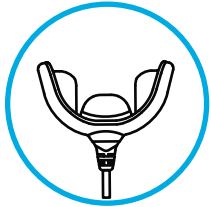


## How To Sell A Smile!

GLO Science PRO is an innovative oral health company that provides quick and easy solutions for your patients to have a whiter, brighter, healthier smile. Here is how to sell your patients a GLOing smile.



### No Sensitivity. Fast Appointments. Superior Results.

GLO Science PRO is the latest whitening technology in dentistry. The in-office procedure whitens 5 shades in 32 minutes with minimal sensitivity. The treatment is fast, easy, and comfortable. Afterwards, patients take the device for at-home maintenance.



### Anti-Aging

Teeth are a key age giveaway, turning grey as you age. Studies show that teeth whitening can make you look up to 10 years younger. Suggest teeth whitening as an affordable and non-invasive anti-aging treatment.



### Lifestyle

Whether it's the first day of school, prom, a wedding or your first day at the new job you want a confident smile. Whiter teeth help boost self-confidence, encouraging you to be more outgoing and assertive.



### Oral Care

Any cleaning appointment is best complemented with a whitening. Have your patients leave with the best results. Patients will appreciate the dual service, experiencing more than just a routine checkup in one visit.

Below are some buzz phrases by category that will help you initiate conversation and peak consumer interest in teeth whitening and GLO.

## No Sensitivity. Fast Appointments. Superior Results.

Tell your patients about the new services your practice has to offer. "Our practice is proud to provide GLO Science PRO, the latest whitening technology in dentistry. The in-office procedure whitens 5 shades in just 32 minutes. We wanted to provide you a treatment that is fast, easy, and comfortable. There is also a take-home device that will help you maintain your new white shade."

## Anti-Aging

While working on older patients, notice signs of aging such as gum recession and darker teeth. Mention GLO Science PRO as the latest anti-aging treatment in the field. "Did you know that your teeth age like your skin? Teeth get 2 shades darker every 10 years. With GLO you can reverse the signs of aging, getting 5 shades whiter in just one dental visit." Suggest that they use GLO Science PRO during their morning or nightly beauty regimen to maintain their whitening results.

## Lifestyle

Ask the consumer if they have a big event coming up. It could be a wedding, an anniversary, back-to-school or a new job. Go through a checklist of what they need to be ready for their big day. Include smile care on that checklist. Suggest using GLO Science PRO as they countdown to their big day.

## Oral Care

Every hygiene patient is a potential whitening patient. When a patient requests a hygiene appointment, offer a whitening to complement their cleaning. Patients appreciate a dual service, as they save time and money as well as experience a comprehensive treatment in one visit. If a patient is in the chair, take note of their shade. Suggest GLO to improve their shade in just 32 minutes. Educate them on how quick and easy it is. Indicate that a whitening is best done with a cleaning for maximum whitening results. Offer GLO as there is no setup time or tray prep, and they are already available and in the chair. A whitening is also best before any restorative work, as the new teeth should be made to match a whiter smile.