

# BleachBright

Teeth whitening at the speed of light!

# Manual



For getting the  
most out of your

**BleachBright**

**Business**

Call | (866)700-3772

E-mail | [Orders@BleachBright.com](mailto:Orders@BleachBright.com)

Fax | (504) 454-6492

**[www.BleachBright.com](http://www.BleachBright.com)**



# Would like to Thank You!

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Dear New BleachBright Dealer,

BleachBright would like to express our sincere gratitude for your patronage to our business. You now have the distinct opportunity of being one of the first people in the world to join this explosive and financially rewarding career. You do not have to practice dentistry to get involved in this business. Your clients will insert the bleaching tray into their own mouths, which makes this a self-administered over-the-counter product just like the teeth whitening products sold in your local drug store.

At BleachBright, we pride ourselves on superior products and unmatched customer service. Our products produce the best results in the teeth whitening industry and we back that up with a 100% customer satisfaction guarantee. If your customer is not satisfied with the results of our product and they return it to you, we will replace that product at no cost to you. Also, we are continually innovating and creating new products that enable our dealers to make more money. Our L.E.D. light comes with the best equipment warranty in the business. We will repair or replace any defective part of the light for 2 years after the purchase date. The warranty also remains in effect as long as you buy a minimum of ten L.E.D. whitening kits per month at retail price. The quality, reliability, and profitability of our products are unmatched in the teeth whitening industry.

On top of the best products in the industry, we strive to have the best customer support and business development assistance in the industry. In addition to this manual, you can use our website, call our office, or e-mail our business development specialists to aid you in developing your business. We also send out a monthly newsletter with marketing tips and special offers. We put our customers first by listening to their comments and complaints. We do whatever we can to not just fulfill their expectations, but to exceed them. We welcome your opinion on all aspects of our business.

We look forward to assisting you in growing your business to wherever you want to take it. This opportunity is only limited by your desire and drive to succeed.

Have all employees read and understand this manual.

Thanks for your business, let us know what we can do to help!



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At **BleachBright**, America's #1 cosmetic teeth whitening company, we set the industry trends that others follow. We were pioneers in the L.E.D. whitening industry and continue to develop innovative products that generate high margin revenues for our dealers and spa/salon partners. Below you will find the whitening products we now offer. We also give you all materials needed to sell L.E.D. whitening products and services including: shade guides, chairs, anti-bacterial wipes, etc. For more info, visit [BleachBright.com](http://BleachBright.com).



## On-Location Products

BleachBright offers products and equipment to sell teeth whitening in salons/spas, teeth whitening kiosks, dental offices, tanning salons and many other businesses.



### Prefilled L.E.D. Whitening Kit

- \* Self-administered kit for quick & easy results
- \* Uses L.E.D. to whiten 2-8 shades in 15 minutes
- \* Quicker & better results compared to paint-on
- \* Huge profit margins

Suggested Retail - \$99-149



### Paint-On L.E.D. Whitening System

- \* Self-administered system for quick & easy results
- \* Uses L.E.D. to whiten 2-8 shades in 15 minutes
- \* 3-4 whitening sessions per kit
- \* Includes enamel strengthening gel

Suggested Retail - \$99-149



### UVBleachBright

- \* Teeth whitening while you tan!
- \* Powerful, yet gentle paint on-solution
- \* FREE marketing materials
- \* Refills available

Suggested Retail - \$29-39



### ForeverBright Refill

- \* Same gel included in the original kit
- \* Allows customers to refill their kits
- \* 30 applications per vial
- \* For use with UVBleachBright and NightBright

Suggested Retail - \$14-19



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## At-Home Products

Our full line of at-home products allows retail stores, e-commerce stores, drug stores, boutiques and locations with only enough room for At-Home products to also profit from the teeth whitening industry. Customers will be able to get a full whitening result of 2-8 shades at-home!



### Home Whitening System

- \*Whiter teeth in 7 days!
- \*Easily mold trays in microwaved water
- \*Sell alone or as L.E.D. maintenance product
- \*High margins with no equipment investment

Suggested Retail - \$39-49



### Home Whitening System Refill

- \*Refill for the Home Whitening System
- \*High quality, dental grade gel
- \*Can be sold to customers with dentist-made trays
- \*Includes six 1mL syringes

Suggested Retail - \$19-24



### Complete White Smile

- \*Whiten with NightBright Mini L.E.D. light & gel
- \*Maintain with FoamBright daily brushing foam
- \*Protect with StarBright whitening & enamel pen
- \*Refills for all steps are available!

Suggested Retail - \$59-79



### NightBright At-Home L.E.D. System

- \*The power of L.E.D. whitening at home!
- \*Includes L.E.D. light and 16% HP gel
- \*Whitens teeth in 7 days!
- \*Can be used once a week for maintenance

Suggested Retail - \$29-39



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## Maintenance Products

The Maintenance products are intended to be used daily to maintain results achieved with the on-location or at-home products. They can be sold anywhere!



### KeepBright Pen

- \*Whitening gel for maintenance
- \*Makes results of L.E.D. whitening better
- \*Goes anywhere for whitening on-the-go
- \*High margin and high revenue

Suggested Retail - \$19-24



### StarBright Pen

- \*Same whitening gel as the KeepBright Pen
- \*Goes anywhere for whitening on-the-go
- \*Protect and strengthen teeth with enamel booster
- \*High margin and high volume

Suggested Retail - \$24-29



### FoamBright

- \*2-in-1 whitening and cleansing foam
- \*Replaces toothpaste with a more effective foam
- \*Gentle, minty formula leaves breath extra minty fresh

Suggested Retail - \$14-24



### 5 Hour Whitening

- \*Just rinse your teeth for an instantly whiter smile
- \*Extra whitening boost last 5 hours
- \*Whitens your teeth over time

Suggested Retail - \$14-24



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# BB-COOL ADVANCED III

L.E.D. WHITENING LIGHT

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At BleachBright, we only carry one L.E.D. whitening light - the best one on the market. Because we only sell one high quality light, we are able to offer a superior light at a comparable cost to most inferior lights.



## FEATURES:

- 2400mW Peak Power
- Impressive, sturdy design and quality construction
- Most powerful teeth whitening accelerator available
- Used by professionals
- 5 High powered LED lights
- Quiet operation with no noisy fan
- Arc shaped head to provide full-mouth whitening
- Multiple timer selections and power adjustments
- Arm adjusts to any position and folds for storage
- Auto memory settings
- Easy installation, operation and storage

**BleachBright™**  
Teeth Whitening at the Speed of Light

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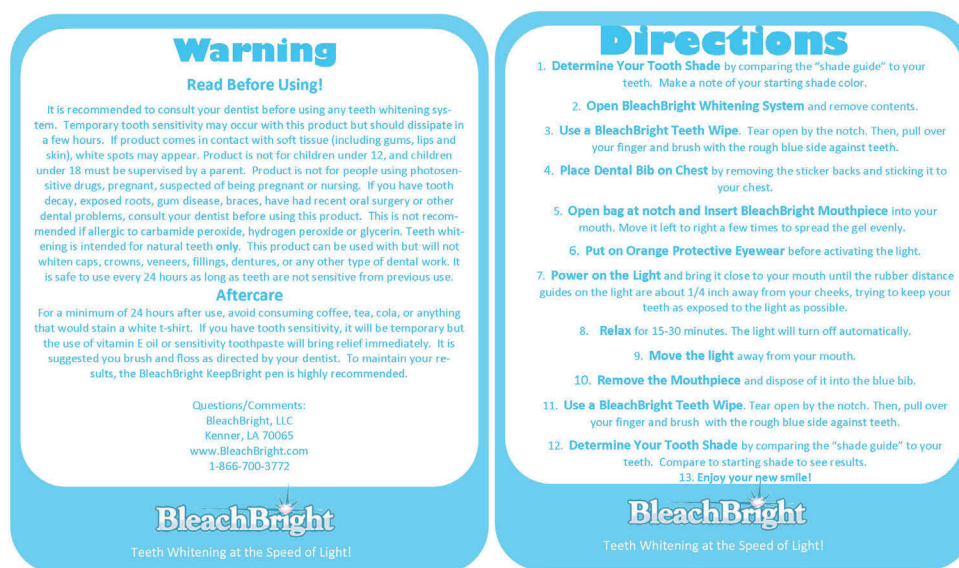
It is very important to follow the following protocol when selling BleachBright L.E.D. whitening kits!

Never try to pass yourself off as a dentist. Do not tell customers you are a dentist. Do not wear scrubs, lab coats or other attire associated with being a dentist. You are selling cosmetic teeth whitening products similar to those found in a drugstore.

Never offer advice or opinions to customers about their oral health. **TELL THEM TO ASK A DENTIST!**

If a customer experiences sensitivity, tell them it is temporary and will dissipate within a few hours. They may also experience whitening of the gums. This will also dissipate in a few hours. We have seen this through our experience.

**DO NOT** help the customer in any way with preparing, administering or using any products. Simply sell them the L.E.D. Whitening System and give the insert card or loop video to instruct them.



These inserts are for customer information and are enclosed in each L.E.D. Whitening Kit. Please, ask customer to read the insert prior to their L.E.D. whitening.



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## L.E.D. Introduction & Instruction

**The BleachBright L.E.D. is a Class I device**

### I. Introduction

This visible ray L.E.D. light is a device to enhance teeth whitening. This device emits 440nm-500nm blue visible ray by using a L.E.D. (Light-Emitting Diode).

Enhancer features are:

- Easy to operate with touch switches to control the light.
- Easy to carry or move.
- Removable parts like head, pole & foot and is easy to transport.
- The head can be rotated within 270 degrees.

### II. Operating Features Made Easy

- Operating time will be displayed on screen.
- A setting of 15 minutes is preset on your L.E.D. light.
- Pressing the start button more than 1 second will turn on or off power.
- Touching the start button will start or stop the system (customer operates light).
- Smart Beep system: When session is completed, beep will be sounded.

### III. Precautions **CAUTION!**

- Advise customers to read instructions on insert card.
- Do not immerse the product in water. Moisture should be avoided.
- Do not clean the product with water or cleaning liquid other than PDI Sani-Cloth (must wait 5 min to use).
- Store in a dry and clean place.
- Do not drop the head.
- Avoid strong vibration or impact.
- Keep in dry place.
- Turn off the switch and plug in for charging if needed.
- You must sterilize before each use
- Maintain the battery at an optimal temperature between 10° C ~ 40° C as extreme temperature will diminish the service life of the battery
- Follow local governing ordinances and recycling plans regarding disposal or recycling of device components



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## Eyewear Warning!

Avoid electromagnetic radiation generated from other electrical appliances, as they may cause the product to malfunction. Do not expose your customers to light source without first putting on protective eyewear!

## Cleaning of Light, chair, goggles etc with Germicidal Wipes

As a BleachBright dealer you must pay particular attention to sanitation. Always sanitize the L.E.D. light source after each use. You must use germicidal wipes for each cleaning.

## IV. Warranty

Manufacturer provides a (2) year limited warranty from the date of original shipment. All components have a warranty against defects in materials and workmanship for (2) years. This warranty is in effect as long as the product is used under normal working condition as expressed in the instructions specified in the user guide. Lifetime warranty will stay in effect provided dealer is purchasing 10 whitening kits per month at retail pricing.

This limited warranty **does not cover** any damage that may occur as a result of:

- Mishandling, misuse or neglect.
- Adjustments or alterations to the product not serviced by manufacturer.
- Damages caused by natural disaster.

## Environmental Conditions

- Operating Conditions:

Temperature: +10° Celsius ~ +40° Celsius (50° ~ 104° Fahrenheit)

Relative humidity: 10% ~ 85%

- Transportation and Storage Conditions:

Temperature: -10° Celsius ~ +45° Celsius (14° ~ 113° Fahrenheit)

Relative humidity: 10% ~ 90%

Atmospheric pressure: 600 hPa ~ 1060 hPa

\*Protect the environment

When the head or accessories reach the end of useful life, recycle or dispose of the equipment according to local regional regulation.



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It is very important that you are familiar with our products and some of the questions you may get asked. Please take time to read the following information to make sure you are well versed on our products and protocol.

## **Important Information- Must read before continuing!**

**NEVER** offer opinions or directives to customers that can be misconstrued as a diagnosis.

Make sure all customers know that you are **NOT A DENTIST** and only sell cosmetic teeth whitening products. You are a sales representative that has a one step protocol to simply sell them products.

Remember to clean shade guides, chair, and L.E.D. light with PDI germicidal wipes after each session. The instructions are on the box and on the insert card with directions. Make sure to tell each customer to read the instructions before each session.

If white spots appear on customers teeth this is commonly known as "calcium spots" and usually dissipate within 24 hours. If customer has any questions you should refer them to their dentist.

Keep a first aid kit in your treatment station, as per OSHA. You must write-up an incident report in case of any injury. Indicate what happened, how you acted and what follow-up actions you took. Immediately tell BleachBright so we can make a claim on our 2 million dollar insurance policy.

In some cases, customers complain of sensitivity, however this will dissipate shortly with time. They also may have whitening on the gums (known as "blanching") from hydrogen peroxide and will also dissipate in a few hours.

**This process should always be referred to as an over-the-counter cosmetic product.** Our product falls under the FD&C (Federal Drug and Cosmetic Agency) [FD&C Act, sec 201 (i)]. **WE DO NOT PRACTICE DENTISTRY.**

You must make sure all employees understand all the protocols and are knowledgeable before they start working.



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**Q. How does BleachBright work?**

A. You will receive BleachBright's one size fits all, double-sided mouthpiece/lens. These trays are pre-filled with a special whitening gel and other essential ingredients. Our spectrum blue L.E.D. (BB Cool Advanced III) is placed between the upper and lower teeth. This formulation forces activation. Carbamide peroxide and oxygen will break into water molecules and free hydroxyl radicals. The oxygen radicals combined with carbon-based molecules on a discolored surface removes discoloration. This process will penetrate the tooth enamel but will not damage the enamel. With the discoloration removed, they will then attach themselves to the BleachBright products.

**Q. How long does this process take and what are the results?**

A. Results can vary as everyone is different. The grade of your teeth and your age can affect the process, but we recommend a 15-minute treatment.

**Q. How long will this process last?**

A. 6 months to 1 Year is not unusual, but we do recommend that you now care for your newly whitened teeth with our KeepBright Pen.

**Q. How often should I use the maintenance products?**

We would recommend it as a daily maintenance. It is best when used twice daily after brushing your teeth.

**Q. Is Bleach Bright safe?**

A. Research has shown that if the teeth and gums are normal and healthy there are no adverse effects to bleaching one's teeth (please refer to L.E.D. Whitening card). People with tooth decay and with any type of gum disease should avoid this treatment. Never treat a pregnant woman; there are no known side effects, but it is simply a precaution. Confirm that you are NOT a dentist.

**Q. Who benefits from the BleachBright system?**

A. Almost everyone can enjoy the benefit to the whitening process if their teeth and gums are healthy. Remember, teeth cannot be bleached whiter than genetically possible. BleachBright products are not recommended under the age of 18 without parental permission.

**Q. I have a crown on my anterior or front teeth. Will your product whiten my crown?**

A. BleachBright products will only whiten natural teeth.

**Q: What guarantee does BleachBright offer to its customers?**

A: We would highly recommend that you extend a 100% satisfaction guarantee. In the event that the customer is not satisfied, we will replace the product on your next order.

**Q. What causes discoloration?**

A. Typically, discoloration come from exposure to tea, coffee, smoking, juices, colas, wine, age, or just about anything that would stain a white tee-shirt. This is why we highly recommend the maintenance products to stay bright.

**Q. Are there any side effects?**

A. Some people may feel a little tingling sensation, white gum line, or sensitivity, all of which are normal and hold no real danger. Typically, this will only last from a few hours to 24 hours.

**Q. How long before I can eat or drink after my session?**

A. In the first 24 hours, we would recommend avoiding coffee, tea, dark-colored sodas, red wines, berries, candy, red sauces, beets, or any foods that can discolor. Remember, if it leaves a tee-shirt stained it will discolor your teeth.



**Q. What is the difference between BleachBright and other teeth whitening products?**

A. Dental teeth whitening systems are expensive and are known to cause tooth sensitivity. Drug store teeth whitening kits, while comparably priced, take 14-30 days and produce mediocre results. The BleachBright system produces phenomenal results in just 15 minutes, is affordable, and has potassium nitrate which prevents sensitivity.

**Q. What about professional liability insurance?**

A. BleachBright is self-administered; this is not dentistry. In terms of liability, it is equal to buying an over-the-counter product to do home whitening. Due to fact that it is self-administered, there is less inherent liability. The customer applies the product, not the employee. All insurances are available: Product liability, General liability, Personal liability, and marine transport.

**Q. Do you recommend that the employee and/or the customer wear protective eyewear?**

A. The customer should always wear protective eyewear that is properly impregnated for the wavelength of the L.E.D.. These special glasses are available from BleachBright.

**Q. Does BleachBright work if you have tetracycline or minocycline stains?**

A. If you have staining from medication, ask your dentist if whitening is for you.

**Q. Does the product contain glycerin?**

A. Yes, but it is synthetically manufactured.

**Q. Does the product contain any alcohol, and can I use the Bleach Bright products twice in a row?**

A. No and No.

**Q. Do I sanitize the mouthpieces?**

A. BleachBright supplies every treatment with a hermetically sealed pouch which is disposed after every. Customers can also take the mouthpieces home.

**Q. Will the temperature of the light harm my teeth?**

A. No. We designed our cool blue light to not go over 3° over body temperature. It is 100% safe.

**Q. What should I do about sensitivity?**

A. This will occur only in some customers; however, it does not last long. It has been known that Vitamin E is a great pain reducer for sensitivity.

**Q. What results should customers expect?**

A. All teeth are different. Most customers see a 2 to 8 shade difference depending on their starting shade.

**Q. What should customers do when customers complete their session?**

A. Using PDI Germicidal wipes, wipe down the shade guide, L.E.D. light, chair, and hand mirror. THIS MUST BE DONE AFTER EACH SESSION.

**Note: It is imperative that you allow your customers to individually know that this is not the practice of dentistry.**

# RETAIL PRODUCT REFERENCE GUIDE

To help you and your employees sell more BleachBright!

## L.E.D. WHITENING

L.E.D. whitening is far and away BleachBright's most popular product. Customers love it because it produces phenomenal results of 2-8 shades in just (1) 15-30 minute session. Our dealers love the fact that it is very profitable with profit margins of over 600%! It requires our BB-Cool Advanced L.E.D. whitening




<b>Includes:</b>	Prefilled gel tray, bib, (2) teeth wipes, instructional card	<b>How long:</b>	15-30 minutes!
<b>How to use:</b>	Use a teeth wipe to clean the teeth. Place the bib on the customer. Insert gel tray into mouth and apply light for 15-30 minutes. The longer the application, the better the results.	<b>Percentage of gel/shelf life:</b>	30% Carbamide Peroxide - Lasts up to 2 years
<b>Marketing Tips:</b> <ul style="list-style-type: none"> <li>- Leave light turned on where customers see it to get them interested</li> <li>- Give every customer a brochure</li> <li>- Send postcards to current/former customers advertising whitening</li> <li>- Put a sign in the front or wherever all customers will see it</li> <li>- Use the marketing disk to create templates</li> <li>- Package whitening with other products and services</li> <li>- Hang a poster in every room</li> </ul>		<b>Selling Points:</b> <ul style="list-style-type: none"> <li>- 2-8 shades whiter in just (1) 15-30 minute session</li> <li>- Virtually zero sensitivity due to a high level of Potassium Nitrate (desensitizing agent found in desensitizing toothpastes)</li> <li>- Easy to sell - desired by 90% of Americans</li> </ul>	
		<b>Marketing Items:</b> Marketing Disk, Posters, 2x5' Signs, brochures, postcards 	

**SUGGESTED RETAIL: \$99-\$149**

## UVBLEACHBRIGHT



UVBleachBright is the perfect whitening system to use in the tanning bed or anywhere! In just 7 days your teeth will be 2-8 shades whiter. Diversify your tanning salon and sell more product with UVBleachBright.

<b>Includes:</b>	Whitening gel, mouthpiece for use in bed, mini light for home use, shade guide to track results, and carrying bag	<b>How long:</b>	To whiten: Use for 7 days straight For Maintenance: Use once a week
<b>Refill:</b>	(1) 3.5mL Vial of gel - 10-15 applications	<b>Applications:</b>	10-15 per vial
<b>How to use:</b>	Smile and brush on a thin layer of gel to each tooth. Use the mouthpiece in the tanning bed or the light when using at home.	<b>Percentage of gel/shelf life:</b>	12% Hydrogen Peroxide - Lasts up to 2 years
<b>Selling Points:</b> <ul style="list-style-type: none"> <li>- The best priced whitening product for tanning salons</li> <li>- Bigger, nicer packaging that will sell better than competition</li> <li>- Can be used at home or in the salon</li> </ul>		<ul style="list-style-type: none"> <li>- Carrying bag included</li> <li>- More powerful whitening gel than competition</li> <li>- Additive to prevent sensitivity (Potassium Nitrate)</li> <li>- Shade guide included to track whitening results</li> </ul>	
<b>Marketing Tips:</b> <ul style="list-style-type: none"> <li>- Place a flyer on every bed after cleaning it. After seeing a flyer on the bed several times, the customer is bound to look at it!</li> <li>- Put a vinyl sign in the front and a poster in each room</li> </ul>		<b>Marketing Items:</b> Counter Display, Posters, Flyers and 2x5' Sign, Marketing Disk 	

**SUGGESTED RETAIL: \$29-\$39**


# RETAIL PRODUCT REFERENCE GUIDE

To help you and your employees sell more BleachBright!

## NIGHTBRIGHT



The NightBright is one of BleachBright's hottest selling products. It uses the combination of our mini L.E.D. light and powerful whitening gel to produce phenomenal results of 2-8 shades in just 10 days.

<b>Includes:</b>	Whitening gel and mini blue L.E.D.	<b>How long:</b>	To whiten: Use for 7 days straight For Maintenance: Use once a week
<b>Refill:</b>	(1) 3.5mL Vial of gel - 10-15 applications	<b>Applications:</b>	10-15 per vial
<b>How to use:</b>	Smile and brush on a thin layer of gel onto each tooth. Turn on and insert the light between your lips and teeth for 10 minutes. Repeat 2 more times.	<b>Percentage of gel/shelf life:</b>	12% Hydrogen Peroxide - Lasts up to 2 years
<b>Selling Points:</b> <ul style="list-style-type: none"> <li>- L.E.D. light expedites the whitening process for fast results</li> <li>- Whitening gel includes Potassium Nitrate for zero sensitivity</li> <li>- Light will last years - just change batteries</li> <li>- You can now do professional L.E.D. whitening anywhere!</li> </ul>		<b>Marketing Tips:</b> <ul style="list-style-type: none"> <li>- Have a light out of the packaging to show customers.</li> <li>- Use the counter display</li> <li>- Offer to customers that can't afford L.E.D. whitening and for customers to maintain L.E.D. whitening results.</li> </ul>	
		<b>Marketing Items:</b> Counter Display Marketing Disk <div>  </div>	

**SUGGESTED RETAIL: \$29-\$39**

## COMPLETE WHITE SMILE



White teeth? Or healthy teeth? With the BleachBright Complete Home Whitening System, you won't have to make that choice. Now whitening and oral care are as easy as 1-2-3. You'll get the glowing smile you want and be able to maintain it while improving the health of your teeth.

<b>Includes:</b>	- At-home L.E.D. whitening accelerator - Whitening Gel - FoamBright 2-in-1 Cleansing foam - StarBright Pen	<b>How long:</b>	To whiten: Step 1 (NightBright) takes 7-10 days For Maintenance: Step 2 and 3 are for maintaining and protecting your smile. Follow steps indefinitely.
<b>Refill:</b>	(6) 1mL syringes	<b>Applications:</b>	NightBright: 30 FoamBright: 120 StarBright: 30
<b>How to use:</b>	Easy as Whiten. Maintain. Protect. Simply follow the easy steps to create a beautiful healthy smile then maintain it for life.	<b>Percentage of gel/shelf life:</b>	NightBright: 30% - 2 years FoamBright: N/A StarBright: 30% - 2 years
<b>Selling Points:</b> <ul style="list-style-type: none"> <li>- 2-8 Shades whiter in 7 days</li> <li>- Maintenance protocol to maintain and protect included</li> <li>- NO sensitivity when whitening</li> </ul>		<ul style="list-style-type: none"> <li>- Improves enamel health to reduce/prevent sensitivity to hot and cold</li> <li>- Everything needed for whitening and oral health in 1 easy to use/understand package</li> <li>- Better values then if products were bought individually</li> </ul>	
<b>SUGGESTED RETAIL: \$59-\$79</b>			

# RETAIL PRODUCT REFERENCE GUIDE

To help you and your employees sell more BleachBright!

## STARBRIGHT/KEEPBRIGHT PENS

The StarBright and KeepBright whitening pens are the perfect add-on product for on-the-go maintenance.

<b>KeepBright:</b>	Whitening gel pen for daily maintenance and further whitening.	<b>StarBright:</b>	Whitening gel for daily maintenance and further whitening plus an enamel booster gel that strengthens the enamel and blocks out stains.
<b>Applications:</b>	30 day supply	<b>Applications:</b>	30 day supply
<b>How to use:</b>	Twist the bottom of the pen until gel comes out of the tip. Then smile wide and apply the gel to each tooth. Allow 30 seconds to dry.	<b>How to use:</b>	Unscrew whitening first and apply a thin layer to each tooth and allow to dry for 30 seconds. Then apply the enamel booster.
<b>Percentage of gel/shelf life:</b>	12% Hydrogen Peroxide - Lasts up to 2 years		
<b>Selling Points - KeepBright:</b> <ul style="list-style-type: none"> <li>- Perfect add-on product for ongoing maintenance</li> <li>- Maintains white smile in 30 seconds a day</li> <li>- Goes anywhere</li> </ul>		<b>Selling Points - StarBright:</b> <ul style="list-style-type: none"> <li>- Perfect add-on product for ongoing maintenance and protection</li> <li>- Maintains white smile and protects teeth in 60 seconds a day</li> <li>- Helps prevent cavities</li> <li>- Goes anywhere</li> </ul>	

### Marketing Tips:

- Tell customer to brush gel onto teeth 3-4 times in the 12 hours after L.E.D. whitening for a 1/2 - 1 shade improvement.
- Use counter display.
- Show pens to every customer and explain the benefits.

**SUGGESTED RETAIL: KeepBright \$19-\$24**

**StarBright \$24-29**



## FOAMBRIGHT/5 HOUR WHITENING

FoamBright and 5 Hour Whitening are BleachBright's "daily use" items.

<b>FoamBright:</b>	A revolution in toothpaste! Unique foaming action cleanses while whitening without the harmful abrasives that are found in most whitening toothpastes.	<b>5 Hour Whitening:</b>	Produces a quick whitening boost that last for hours. It's perfect for events, dates, job interviews or anytime you need a quick boost. Also whitens teeth over time when used daily.
<b>Applications:</b>	60 day supply	<b>Applications:</b>	12 day supply
<b>How to use:</b>	Replaces toothpaste - brush as normal.	<b>How to use:</b>	Replaces mouthwash - rinse as normal.
<b>Percentage of gel/shelf life:</b>	No peroxide in either formula - Lasts up to 2 years		
<b>Selling Points - FoamBright:</b> <ul style="list-style-type: none"> <li>- 2-in-1 Cleansing and whitening foam</li> <li>- No harmful abrasives like in most whitening pastes</li> <li>- Freshens breath and prevents plaque for healthier teeth</li> </ul>		<b>Selling Points - 5 Hour Whitening:</b> <ul style="list-style-type: none"> <li>- A quick boost - in 30 seconds see visibly whiter teeth for hours</li> <li>- Helps prevent gingivitis and plaque</li> <li>- Minty tastes lasts for hours</li> </ul>	
<b>Marketing Tips:</b> <ul style="list-style-type: none"> <li>- Give a sample on the customers' finger to try.</li> <li>- Display on the checkout counter to encourage impulse purchase</li> </ul>		<b>Marketing Tips:</b> <ul style="list-style-type: none"> <li>- Give people samples in small cups to encourage purchasing</li> <li>- Display on the checkout counter to encourage impulse purchase</li> </ul>	



**SUGGESTED RETAIL: FoamBright \$14-\$24**

**5 hour \$14-\$24**



BleachBright customers are very predictable. Here some of the questions your customers will ask while operating your BleachBright business and the right answers.

**Are you a dentist or dental assistant?**

No, we are not dentists. We market a whitening product that used for 15-30 minutes with the L.E.D. light or at home for 4 hours.

**How long will the L.E.D. whitening last?**

On average, the L.E.D. whitening will last 6 months to 1 year. This depends on how you treat your teeth. If you are a smoker or a coffee drinker and do not brush your teeth, it will last close to the 6 months. If you brush daily and do not smoke or drink coffee it can last up to a year or more. If you continually use our maintenance products, your shade will last for the entire time you're using them.

**Will it make my teeth sensitive?**

98% of our customers feel no sensitivity, just a slight tingling from the peroxide bubbling up. The reason our products produce no sensitivity is because we have 20% potassium nitrate in the formula. This is the active ingredient in sensitivity alleviating toothpaste. **Note:** Advise the customer if they have any sensitivity to stop the whitening session.

**Will BleachBright whiten my crown?**

No. There is no product that whitens unnatural teeth.

**How many shades will I whiten?**

Before the whitening, there is no way to tell. The average is 2-8 shades depending on where you start on the shade guide. For instance, if you start on the 4th whitest shade, you can't whiten 8 shades. On the other hand, if you start at the 2nd darkest shade, you could potentially go more than 8 shades. Never offer a specific shade amount or a prognosis.

**Can I eat after the whitening?**

You want to avoid eating or drinking anything for an hour, then avoid smoking, red wine, coffee, colas and anything dark in color for 24 hours.



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## How do I use the KeepBright Pen?

The KeepBright pen is usable 3-4 times in the first 24 hours to further whiten the teeth and to hydrate the teeth. It should then be used once a day in the morning after brushing your teeth. Just smile, paint a thin layer of gel on to the teeth and let it dry for 30 seconds. Then, avoid eating or drinking for 30 minutes.

## How do I use the StarBright pen?

The whitening gel is the same as the KeepBright pen, so use it the same way. After using the whitening gel, brush on the enamel strengthening formula the same way. The enamel booster will not only strengthen the enamel over time, but will also act as a protective layer to prevent staining. The xylitol in the enamel booster prevents cavities.

## Is BleachBright safe for my enamel?

Anything you put into your mouth besides water has the potential to damage your enamel. BleachBright teeth whitening is less harmful to your enamel than drinking orange juice, which was proven by a University of Rochester study.

## Are there any side effects?

The only two side effects are sensitivity and blanching. Sensitivity occurs in less than 2% of people. Blanching is whitening of the gums that occurs if too much peroxide gets on the customer's gums. This is not painful and will dissipate within a few hours.

## Is BleachBright better than drug store whitening systems?

BleachBright uses similar active ingredients to whitening systems found in drugstores but uses a light to accelerate the process. So instead of waiting 7-30 days for whiter teeth, your teeth will whiten in 15-20 minutes.

## Does the L.E.D. light work?

We find that the light helps stimulates the whitening gel. As a dealer, just tell the customer if they are not 100% pleased, they get their money back guarantee.



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At BleachBright, the success of our dealers is our top priority. In keeping with this commitment, we have developed 4 marketing manuals for our dealers to succeed in selling our products. We don't think you should have to reinvent the wheel to succeed with your whitening business. Our manuals will walk you through step-by-step on how to succeed in the business plan you choose. Each manual has a disc that comes with it and includes all the documents needed.

## Event Day Manual



- \* Step-by-step guide to finding locations for your event.
- \* Event day checklist.
- \* Custom printed materials options.
- \* Includes CD with editable flyers, marketing materials, and PowerPoint presentations.

## Consignment Manual



- \* Identifying locations and preparing presentations.
- \* "Training Day" tips.
- \* Inventory management and retail price addendum.
- \* Includes CD with marketing materials, contracts, and FAQs.

## Trade Show Manual



- \* Trade show tips.
- \* Timeline to help plan and execute a successful show.
- \* Layouts.
- \* Marketing tips.



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# L.E.D. WHITENING PACKAGE PRICING

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In order to generate the most revenue and profit from your investment, BleachBright recommends you use our package pricing system. Package pricing increases customer satisfaction because your customer gets a better result. It also helps you move more products while maximizing the revenue generated from each customer.

## BLEACHBRIGHT REWARDS

REWARD LOYAL CUSTOMERS AND MAKE MORE MONEY!

We have designed the "BleachBright Rewards" program to help our dealers sell more products, up-sell customers, and drive repeat business. Use the BleachBright Rewards program to easily increase your business.

### 1. Use the whitening menu (see next page)

We recommend you use the included "Whitening menu" to give your customers options to choose from, and to give you a chance to up-sell them more product. Laminate the menus and instruct your employees on how to up-sell to the "Best" package.

### 2. Give out rewards cards

When a customer selects the "Best" package, they will get two L.E.D. Whitening kits and a StarBright pen. They will also get a "BleachBright Rewards" card from you. Just fill their name out and add an expiration date on it so it is valid for 1 year.

### 3. Make more money!

By using the rewards program, you will be able to sell more "Best" packages, get more repeat business, and sell more overall!

### Call for reward cards.



### Up-selling to the "Best" Package

If you are properly using the menu, you will easily sell most of your customers the "Best" package. Remind them that they will be able to get two 30 minute whitening sessions on separate days (you can only use the light for up to 30 minutes in one day per person) or they can get the best result in a single day by using two mouthpieces for 15 minutes. Two mouthpieces for 15 minutes each is more effective than one for 30 minutes because after 15-18 minutes of a 30 minute whitening, the gel begins to break down. The last 15 minutes of the whitening are not as effective as the first 15 minutes. By using fresh gel on the teeth after 15 minutes, you make sure that the whitening will be at 100% the entire time. Your customers will also get a StarBright pen to keep up their smile and build their enamel. They also get the BleachBright rewards card that gives them to get discounts on our products for a full year.

Contact BleachBright for your FREE reward cards!!!!



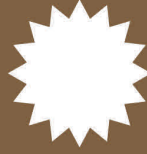
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# BleachBright Whitening Menu

## GOOD

15 Minute Whitening



15 Minute whitening with our L.E.D. Whitening light and gel

- Quick and easy
- 2-8 shades whiter
- Instant results
- Lasts up to 1 year with no BleachBright maintenance.

## BETTER

30 Minute Whitening



+ KeepBright Pen



30 Minute L.E.D. whitening plus a KeepBright pen.

- Better results than good package
- 2-8 shades whiter
- Instant results
- Maintain new shade with pen
- Pen will whiten teeth more when used in first 24 hrs.

## BEST

2 L.E.D. Whitening



+ StarBright pen



2 L.E.D. whitening plus a StarBright pen.

- 2 Whitening, Our best value!
- (2) 15 min whitening today **OR**
- (2) 30 min whitening different days
- Share it with a friend
- 2-8 Shades whiter – instant results
- Maintain new shade and strengthen enamel with the StarBright pen.

**FREE membership to:**



## At Home



Home Whitening System

- Whiter teeth in 7 days
- Dental quality gel
- Custom molded tray

## Maintain/Improve



KeepBright Pen

- Maintain your smile
- Goes anywhere



StarBright Pen

- Maintain your smile
- Same gel as KeepBright
- Plus enamel boost gel
- Protection from stains

## BleachBright Rewards

- **FREE** membership with purchase of **Best Package**
- \$49 whitening and 25% off maintenance items for a year!
- Get a whitening whenever you want to look your best!

**\$49** Whitening

If you buy a silver package and do a special promotion for your sphere of influence and sell 36 whitening sessions, the entire package pays for its self. Now you are just making profit for each kit sold. We have had several dealers pay for their entire investment entirely from sales to their sphere of influence. Here's how we recommend for you to take advantage of this valuable resource.

Friends	Family	Neighbors	Co-workers

5. When you see everyone, give them a few coupons to give to their friends and family for future discounts.

1. Use social media to your advantage.
2. Consider refer a friend promotions.
3. Get active on local online forums.
4. Join local networking organizations.
5. Organize a charity event.
6. Promote with livingsocial.com.
7. Build a website.
8. Stay consistent.
9. Offer something your competition can not do.
10. Do not forget your old customers.
11. Create an advertising cooperative with similar businesses.
12. Attach small fliers to candy at Halloween.
13. Donate products to charity auctions.
14. Create coupons to pass out.
15. Family and friends day for former customers.
16. Send a promo team with t-shirts and coupons to a public place (beach, lake, festival etc).
17. Do holiday promotions. People spend money on holidays.
18. Gather e-mails of former customers and prospects to do e-mail marketing.
19. Send a press release to the newspaper when you open.
20. Make sure your location gets lots of foot traffic.
21. Develop a plan! If you fail to plan, then plan to fail.
22. Be passionate and knowledgeable about your product.
23. Use the power of branding... Put the BleachBright logo and your contact info on everything!
24. Talk about benefits and not features in your advertising.
25. Focus local! Don't waste time and money on any advertising that goes to people more than 30 miles away.
26. If you use radio, TV, or newspaper, look into buying remnant space.
27. Keep business cards everywhere and give them to everyone.
28. Gibe out business cards. Give some to friends.
29. Advertise on your voice-mails.
30. Hire students to put fliers on windshields of cars at locations your customers frequent.
31. Look into overlooked, bargain ads school/church bulletins, online classifieds, bulletin boards etc.
32. Use your car as a mobile billboard.
33. Ask non-profits to advertize to their members in exchange for a portion of the business it generates.
34. Use eye-catching advertising at your location.
35. Use "tear off" fliers on bulletin boards.
36. Catch customers' attention on bulletin boards by using unique pictures, large fliers, reverse print, etc.
37. Offer a special discount for mentioning your advertisement (also allows you to track your efforts).
38. Offer special discounts for fraternities and sororities.
39. Reward employees for good customer service or sales.
40. Pay a commission to your employees for sales.
41. Get testimonials from happy customers and post them everywhere (include pictures if possible).
42. Post responses to negative feedback on local message boards.
43. Sell gift certificates.
44. Offer pre-wrapped gifts during the holidays.
45. Don't forget your current sphere of influence! Advertise to your friends, family and acquaintances.



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46. Combine your mailing list with similar businesses.
47. Send postcards to former customers every 6 months.
48. Contact local talent scout agencies and offer discounts to their models.
49. Attend a wedding and pass out coupons to brides and grooms.
50. Hand address thank you cards to customers and send them a coupon for a future visit.
51. Offer a door prize at trade shows. You will create interest by announcing your products.
52. Do a "groupon" on groupon.com. These offers are available to thousands of people.
53. If you have employees, train them well.
54. Trade booth space with another vendor at a trade show. You display their product and vice versa.
55. Send someone with a BleachBright t-shirt and your booth number to walk around a trade show.
56. Use our package pricing system to upgrade your customers to more minutes under the light for free.
57. Give your product free to people who influence your customers purchasing decisions (press, celebrities etc)
58. Send e-mail cards to your customers at every holiday.
59. Create a contest on your website or Facebook that requires people to enter to win.
60. Put your website URL on everything you print.
61. Remind visitors to bookmark your page. If you have a button that does it for them, that is even better.
62. Do a special promotion that requires people to become a fan of your business on Facebook.
63. E-mail webmasters of similar but non-competing businesses and ask to trade links on your websites.
64. Whiten your employees' teeth, it is hard to sell teeth whitening with yellow teeth.
65. Provide free breath mints or gum to employees and use it yourself. Bad breath is a deal breaker!
66. Track your marketing efforts, scrap ideas that cost too much time or money for their return.
67. Investigate other teeth whitening businesses. Copy what they have done well, avoid their failures.
68. Use BleachBright as your name. It's already known for teeth whitening, so you are not rebuilding a brand.
69. Put a coupon or advertisement on the back of your business card.
70. Create sales materials in another language if your area has customers speaking in different languages.
71. Contact local students to see if you can get your marketing materials designed free to build their portfolio.
72. Save mail and e-mail communications from other companies to use for ideas.
73. Give a free gift with a whitening (mints, toothbrushes, etc.)
74. Create a game that customers can win to get discounts of free product (prize wheel, putting green etc).
75. Make it easy for parents to do a whitening by providing activities for their kids.
76. Have employees wear buttons, tickets or ribbons to promote a sale, special or new product.
77. Donate some your profits to charity. People feel good about buying something that supports a cause
78. Develop a frequent buyers program to reward repeat customers.
79. Attach whitening pens or UVBleachBright to a lanyard and wear it around your neck to sell more.
80. Give out teeth wipes to people who pass. Freebies make people interested.
81. Keep up with BleachBright newsletters. They contain great information to help you market.
82. Cover a wall in paper and let people write testimonials on it.
83. Create employee uniform t-shirts with an advertisement on them.
84. Focus on customer service! It creates loyalty and referrals.
85. Play a BleachBright video at your site to attract people passing by.
86. Split the cost of advertising with complementary businesses.
87. Order custom flyers from BleachBright with your contact information on them.
88. Reward customers that patronize your business during your slow hours (i.e. "early bird" specials).
89. Join your local chamber of commerce and promote your services to them.
90. Hold an "open house" when you open and offer discounts, drawing and other special promotions.



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91. Create promo items that people use regularly (i.e. pens, mouse pads etc).
92. Offer to speak about entrepreneurship at a high school career day.
93. Volunteer yourself and urge your employees to volunteer with local charities. Post pictures on your website and Facebook.
94. Package slow-moving items with items that sell better and offer a promotion on them.
95. Offer a system where your former customers can earn free products by referring friends and family.
96. Sponsor your children's sports teams. You will get an ad on the back of their shirts and in center field.
97. Hire someone to do search engine optimization to improve your search results.
98. Use Google AdWords for pay-per-click internet advertising.
99. Know your competitors, and why you are better for when customers ask.
100. Use a company like localresults.com to make sure your phone number shows up in the top 3 results when customers search for teeth whitening online.
101. Never give up or slack on marketing! It is the most important aspect of your business.

## RECOMMENDED READING

### Books

*2,239 Tested Secrets for Direct Marketing Success*

Denny Hatch & Don Jackson

*Guerilla Marketing*

Jay Conrad Levinson

*Getting Everything you Can Out of All You've Got*

Jay Abraham

*The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly, 2nd Edition*

David Meerman Scott

*The Referral Engine: Teaching Your Business to Market Itself*

John Jantsch

*Customer Satisfaction is Worthless, Customer Loyalty is Priceless*

Jeffrey Gitomer

### Websites

**www.morebusiness.com**—Hundreds of articles about developing and maintaining your business.

**www.gmarketing.com**— Articles, newsletter, videos, blog and links to develop your business. Created by the father of Guerilla Marketing-Jay Conrad Levinson.

**www.groupon.com**— Create a special promotion and have it professionally designed and sent to thousands of local potential customers.

**www.localresults.com**— Local Results gets you to the top of the local search results on Google. Even if you do not have a website, this will dramatically increase the traffic in your location.