

The Science of Smiles: Whitening 101 and Beyond

Friday, October 8, 2004

9:30 AM to 12:30 PM

CE Hours: 3

tuition: \$150

course: E-1008



STEVEN GLASSMAN, D.D.S.
Member, International Congress of Oral Implantology; American Academy of Cosmetic Dentistry; Founding Member, World Congress of Microdentistry. Former instructor Columbia University Dental School. He has published widely on laser dentistry. Dr. Glassman is in private practice, focusing on cosmetic and reconstructive dentistry, in New York City.

Thanks to television and advertising, more and more of your patients are aware of tooth whitening. This can be a tremendous benefit to your overall practice. The downside to this awareness is that most of your patients spend their money on misleading whitening toothpastes or non-compliant, over-the-counter options that may achieve 2-4 shades in 20-30 days. Sadly, they fall well short of the desired results.

This course will provide information on the different options you can offer your patients, how to uncover all the whitening opportunities in your patient base and how to successfully educate and market to a public that desires a beautiful smile.

- See a demonstrational video on the ZOOM whitening system used on ABC's Extreme Makeover, Fox's SWAN and currently offered in over 10,000 practices nationwide.
- Hear from two local NYC dentists on how they have successfully integrated a complete whitening program into their practices.
- Learn about the tooth whitening options available today.
- Become skilled at marketing to the general public by educating and not selling to your current patient base. They are the "walking billboards" of your practice.
- Uncover the available cosmetic dentistry in your practice.
- Learn how whitening leads to complete smile makeovers and an improved outlook on overall oral health and well-being.

RESULTS: You will see how a simple whitening procedure can uncover the beautiful smile in everyone.

This course is sponsored by Discus Dental.