



New Product Offers Fast, Effective and Affordable Professional Tooth Whitening in About 30 Minutes

SmileCare and Nevada Dental Associates now offer BriteOn!™ with photodynamic whitening technology that can whiten teeth up to 8 shades in about 30 minutes for about half the cost of most in-office systems.

TAMPA, FL (February 2, 2012) – SmileCare introduced patients to a new professional tooth whitening option that can get teeth up to 8 shades whiter in about half the time of other professional products. BriteOn! is now available in 56 SmileCare and Nevada Dental Associates offices in California and Nevada for just \$199. For a limited time, patients will receive a BriteOn! touch-up pen containing a two-month supply of whitening agent when they complete BriteOn! treatment. The pen can erase food and beverage stains that can blemish a newly whitened smile. To schedule an appointment for BriteOn!, visit www.SmileCare.com or call (800) 32-SMILE.

The advanced technology in the innovative BriteOn! whitening system enables patients to get a whiter, brighter, more confident smile in about 30 minutes without the sensitivity patients often experience with other whitening systems and for about half the average cost. BriteOn! can remove stains caused by foods, beverages and smoking. It penetrates tooth enamel to whiten interior structures of the teeth, even stains caused by Tetracycline. Its effectiveness comes from photodynamic technology that uses light energy to activate the whitening power of professional strength hydrogen peroxide combined with whitening boosters. The non-abrasive product has been proven safe for gums and tooth enamel.

A radiant smile creates an immediate positive impact by giving the impression of youth, vitality and health. According to a survey conducted last spring by the American Academy of Cosmetic Dentistry:

- virtually all adults (99.7%) believe a smile is an important social asset.
- 96% of adults believe an attractive smile makes a person more appealing to members of the opposite sex.
- Three-quarters (74%) of adults feel an unattractive smile can hurt a person's chance for career success.
- When respondents were asked, "What would you like to improve most about your smile?" the most common response was whiter, brighter teeth.

Coast Dental, which acquired SmileCare and Nevada Dental Associates last year, began offering BriteOn! in Florida and Georgia in November 2011. According to Cindy Roark, DMD, Chief Clinical Director with Coast Dental, "Once patients learn how quickly BriteOn! works and how relatively inexpensive it is, they become very interested. We explain that their gums will be protected with a barrier before the whitening agent is applied and that the dentist-supervised procedure involves little to no discomfort. That's all most patients need to hear before deciding to opt for the treatment. The results are impressive." Dr. Roark cautions that not everyone is a candidate for whitening. "If a patient has active tooth decay or periodontal disease, they'll need treatment before whitening."

About Coast Dental

Coast Dental, P.A., with its professional associations, is one of the largest providers of general and specialty dental care in the U.S. with 183 affiliated dental practices in Florida, Georgia, California, Nevada and Texas. Coast Dental Services, Inc. is a privately-held practice management company that provides comprehensive, non-clinical business and administrative services to its affiliated dental practices. The company is headquartered in Tampa, Florida. For more information, visit www.CoastDental.com.

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