



# BLEACHING MARKETING

SOILEAU Dental Seminars  
RSVP Dental Seminars

**tony Soileau dds**  
Lafayette, LA

[www.tonysoileau.com](http://www.tonysoileau.com)  
[www.rsvpseminars.com](http://www.rsvpseminars.com)  
[www.dentalblogs.com](http://www.dentalblogs.com)

[tony@tonysoileau.com](mailto:tony@tonysoileau.com)

# Bleaching & marketing

For a SMILE as WHITE as bleaching can offer! We have 3 packages to choose from.....

**NATURAL WHITE**  
For natural looking white teeth with no stains.  
Home Bleaching System

**GLAMOUR WHITE**  
For whiter teeth that make your smile look awesome.  
One Hour In Office System

**PAGEANT WHITE**  
For the whitest smile possible!  
2 One Hour In Office System  
+ Home Bleaching System

smilebysoileau.com DR. SOILEAU D.D.S.

We offer three different bleaching packages.

# bleaching & marketing

**NATURAL WHITE**

For Natural Looking white teeth with no stains.

Uses the Home Bleaching system for 2 weeks.

We use Trewwhite kits from Ultradent.

# bleaching & marketing



GLAMOUR WHITE

For whiter teeth that makes your smile awesome!

Uses the 1 hour in-office system.

We use Boost in-office from Ultradent.

# bleaching & marketing



**PAGEANT WHITE**

For the whitest smile possible!

Uses two 1 hour in-office system plus the home bleaching system.

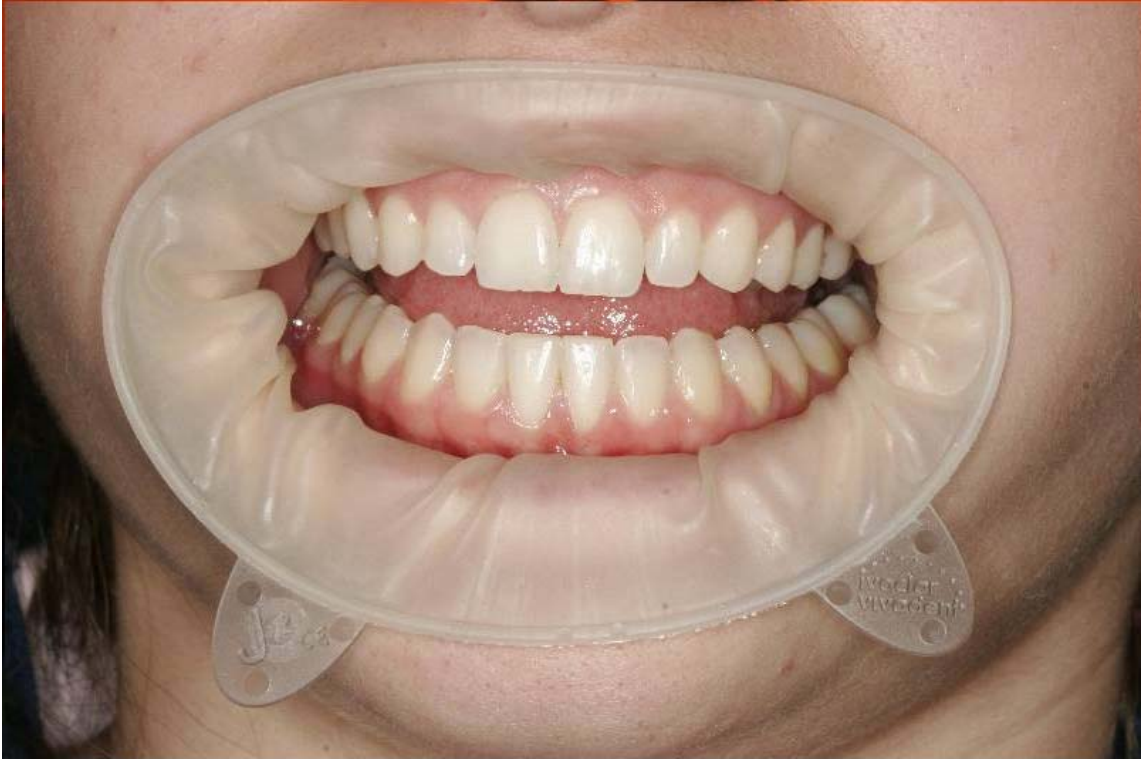
We use a combination of Boost followed by Opelescense bleach with custom trays for 1 week then a second Boost appointment.

# Boost in-office bleaching



We have the patient take Alleve for three days prior to their appointment to reduce chances of sensitivity. The appointment starts with polishing their teeth.

# Boost in-office bleaching



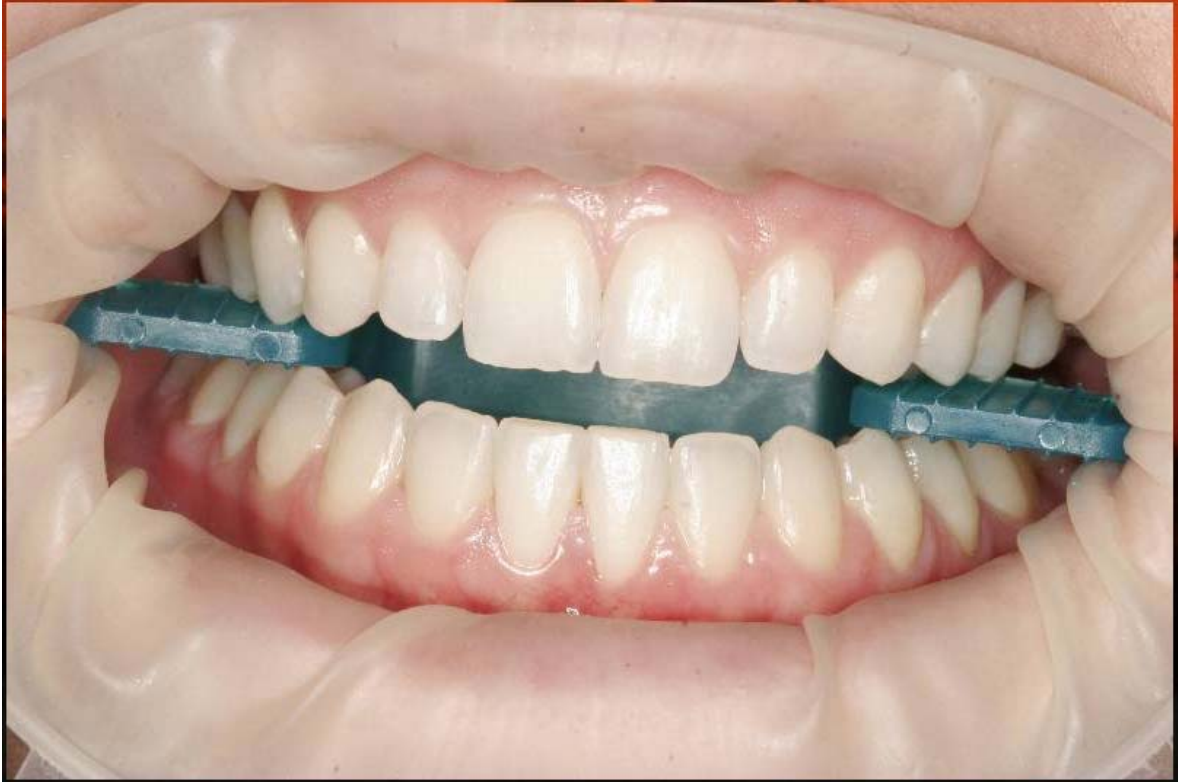
We isolate the teeth with an Optragate from Ivoclar.

# Boost in-office bleaching



We take photos to show the patient what color they are starting with. Keep track of this color!

# Boost in-office bleaching



We isolate the tongue with the bite block that comes in the Boost kit.

We offer three different bleaching packages.

---

---

---

---

# Boost in-office bleaching



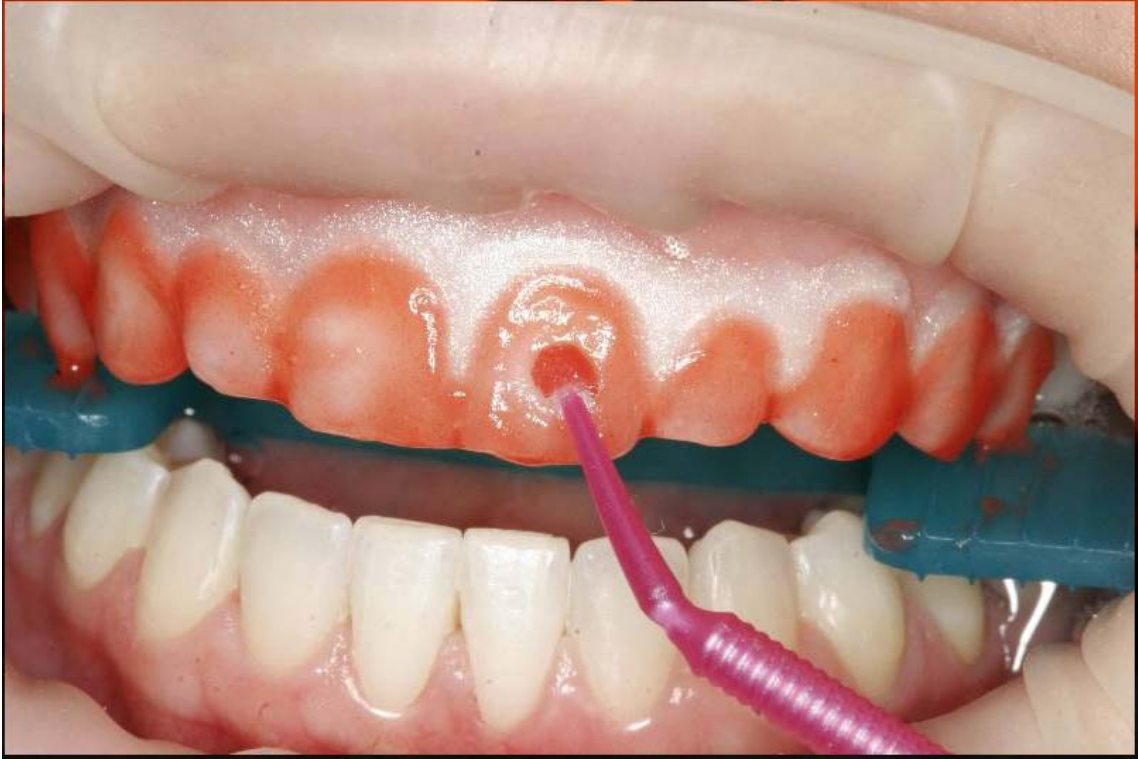
We isolate the gums with the included Opal Dam.

# Boost in-office bleaching



We mix the bleach then coat the teeth about 1mm.

# Boost in-office bleaching



We agitate the bleach every 5 minutes.

# Boost in-office bleaching



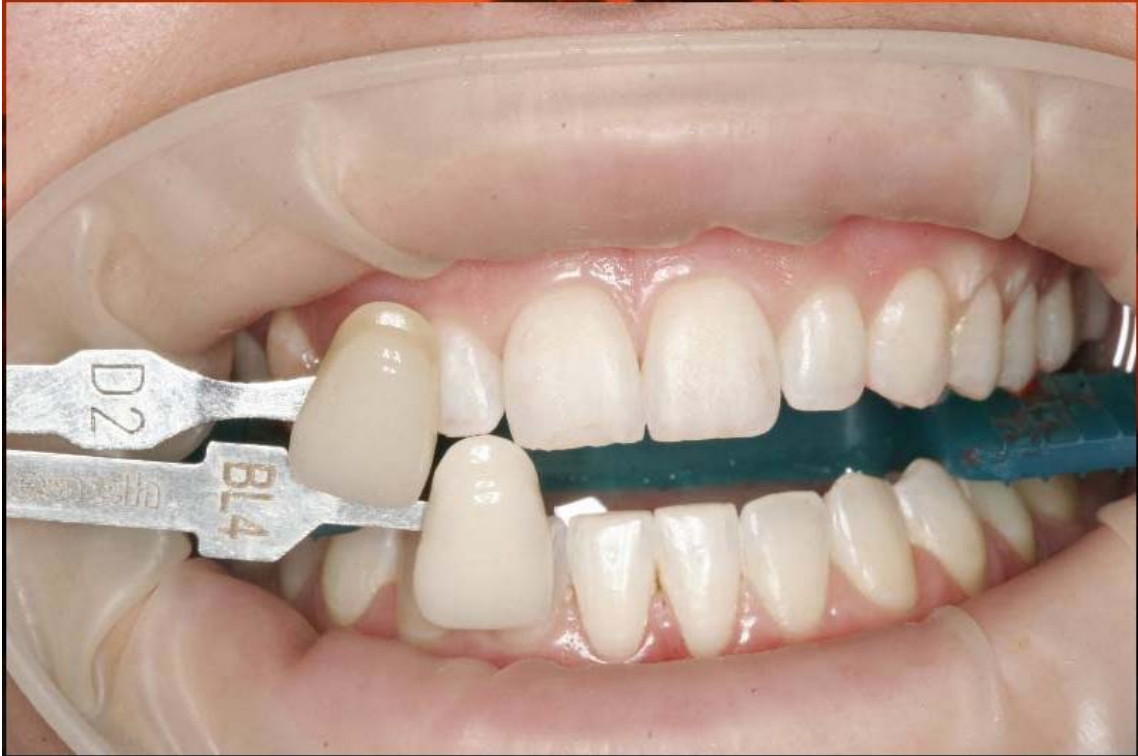
After 15 minutes the bleach is suctioned, not rinsed, off and another layer of bleach is applied.

# Boost in-office bleaching



After 2 or 3 fifteen minute sessions the bleach is rinsed off and the Opal dam is removed.

# Boost in-office bleaching



After photos are taken and shown to the patient.

# Boost in-office bleaching



We apply a remineralizing paste, MI Paste from GC, to control sensitivity.



# Final Steps

- Have the patient take Alleve for 1-3 days post bleaching.
- Have the patient use MI Paste or another desensitizer for 2-3 days.
- If they are using the Pageant White package have the patient wait 24 hours before using the Opelescence Bleach
- If you are going to be doing any bonding wait 2 weeks.