
In House Teeth Whitening Service



The Facts

- ❖ Gel is 35% Hydrogen Peroxide
 - ❖ Very powerful dental grade product
 - ❖ Not for resale. Client CANNOT take home the serum
 - ❖ We sell take home teeth whitening pens (\$19.99)
- ❖ Most clients should see a difference during the service of 2 to 12 shades of whiteness
- ❖ Treatment effectiveness depends on clients teeth before treatment. For example, cigarette stained teeth will need more treatments to show dramatic results
- ❖ Client habit patterns (coffee, cigarette, wine) effect longevity and strength of whitening
- ❖ Remember, you are only confidently instructing client what to do. Under no circumstances are you to reach into their mouth during service

**TRANSFORM YOUR
SMILE TO WOW!**

**ADVANCED
TEETH WHITENING
TECHNOLOGY**

**IMPROVE
YOUR
LOOK AND
CONFIDENCE
WITH A
BRIGHTER,
WHITER
SMILE
TODAY!**

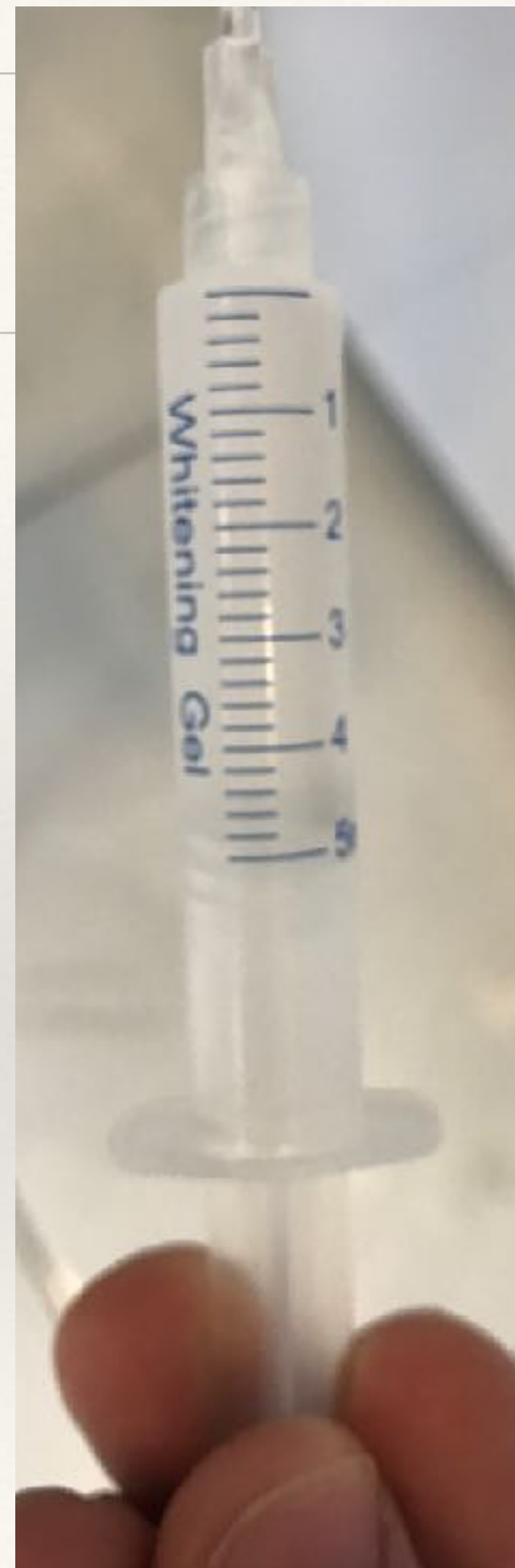


- ✓ LIGHT ACTIVATED TEETH WHITENING
- ✓ 2 TO 12 SHADES WHITER
- ✓ QUICK, EASY, & PAINLESS
- ✓ GREAT, LONG LASTING RESULTS!

BOOK IT NOW!

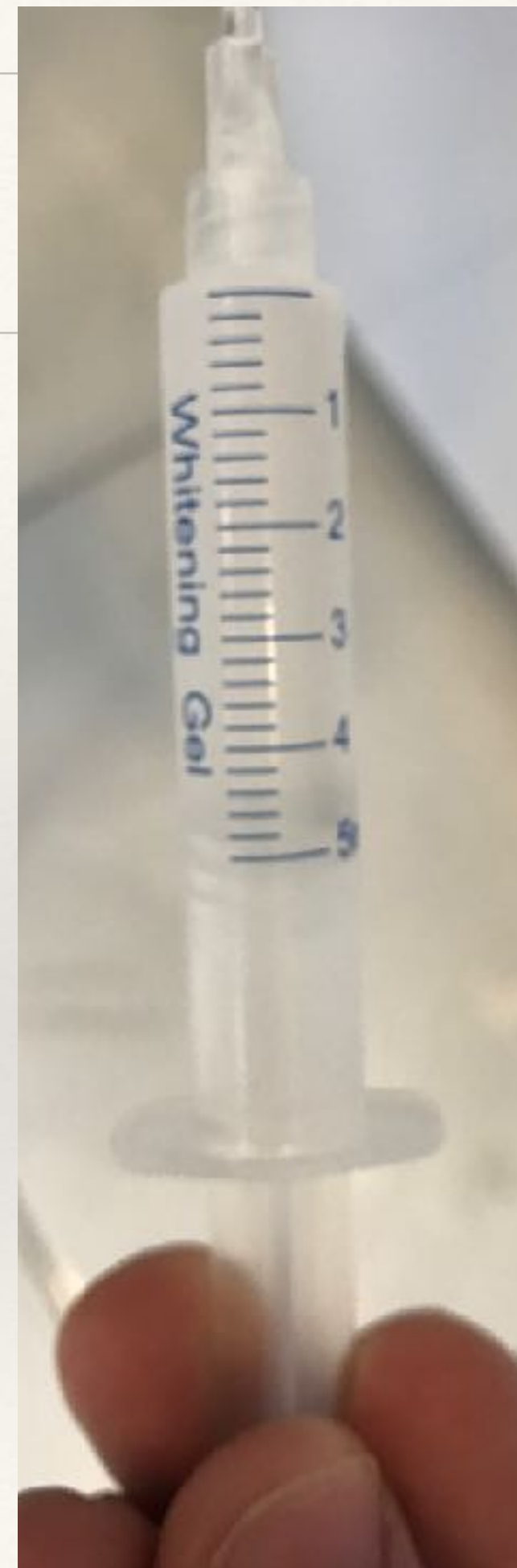
The Service

- ❖ One Service purchase (\$29) buys client about 1 / 2 mL of gel
 - ❖ Each syringe should provide at a minimum 5 services
 - ❖ Syringes are kept in fridge
 - ❖ When 5 mL syringe is used. Throw away and tell Front Desk to \$0 charge a Teeth Whitening syringe in Square
- ❖ 1 / 2 mL of gel should easily be enough for client to repeat process up to 3 times (same visit)



The Service

- ❖ Service is tailorable to client time constraints and threshold for keeping mouth open:
 - ❖ Option 1: Apply Gel - 15 min under LED - Rinse
 - ❖ Option 2: Apply - 15 on - Rinse - Apply - 15 on - Rinse
 - ❖ Option 3: Apply - 15 on - Rinse - Apply - 15 on - Rinse - Apply - 15 on - Rinse
- ❖ **Same supplies are used. Do not get new supplies for each application. One service = One set of supplies**
 - ❖ Do not get more gel. Must instruct client to use appropriate amount for the chosen option
 - ❖ A little goes a long way. They don't need to smother teeth
 - ❖ Only need the gel on the front of the teeth (the teeth you see when they smile)



The Consent Form

- ❖ Client must sign consent form. We keep them on file.
- ❖ Ask if they have done this type of treatment before.
 - ❖ If yes, you must locate the consent form and ask client if anything has changed
 - ❖ If you cannot find the consent form, the client must reaccomplish
- ❖ Cannot be pregnant or nursing
- ❖ Must be at least 18 years old
- ❖ Results may vary and are not guaranteed. Most people gain 2-12 shades whiter after one treatment
 - ❖ Depends on age, genetics, your habits
- ❖ More treatments = Whiter teeth. However, teeth will never be whiter than when you were born

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Set-up

- ❖ All clients must have a completed consent form prior to service - **NO EXCEPTIONS**
- ❖ Professional set-up is critical
 - ❖ SOS WAX employee (front desk or esthetician may perform) will wear gloves while completing the service
 - ❖ Do not set up prep tray in front of client. It should already be positioned in the room when you escort client back
 - ❖ Do not put teeth whitening gel into pill cup until client is filling out consent form in the lobby
- ❖ The prep tray should contain everything the client needs for the service



Prep Tray

- ❖ Cup - for rinsing in between teeth whitening treatments. 2 pumps rinse, 2 pumps water.
- ❖ Pill Cup - put 1 mL of teeth whitening gel in cup
- ❖ Lip Retractor - assists in holding clients mouth open to get maximum effect of gel
- ❖ Teeth Wipe - for client to wipe off their teeth prior to treatment
- ❖ Brush - for use with gel to brush gel onto teeth
- ❖ Additionally ensure items in the room:
 - ❖ Vitamin E swab - if needed for sensitive teeth post treatment
 - ❖ Multi-fold towels - for client to drool on if necessary
 - ❖ Red Glasses - eye protection from LED light
 - ❖ Hand Mirror
 - ❖ Trashcan



Step 1

Once you have setup prep tray you are only instructing client. The client performs all steps.

1. Brush teeth with teeth wipe towel

- ❖ Purpose is to get any debris off of teeth
- ❖ Minty flavor



Step 2

2. Instruct client on lip retractor use

- ❖ This is optional. It assists in keeping mouth open for long periods.
- ❖ Alternative is to smile as big as possible during LED light use



Step 3

3. Client dips brush into gel and applies to teeth using either hand mirror to assist or wall mirror in room
- ❖ 1/2 mL of gel should be enough for 3 applications on client
 - ❖ Brush gel on teeth that are visible when you smile (i.e. not on molars or backs of teeth)
 - ❖ Gel effectiveness is not based on how thick the coating is. Just need solid coverage
 - ❖ Instruct client to try to avoid gums and lips with gel
 - ❖ If this occurs, clients may have increased sensitivity for an hour or two post treatment
 - ❖ Have water ready to spot wash any accidental contact with gums or lips. Client can dip finger in water and spot treat



Step 4

4. Position client comfortably in chair and position LED lamp in front of open mouth

- ❖ Set lamp timer for 15 minutes. You may have to hold the power button down to turn on the machine (we have a couple different models of LED lamps)
- ❖ Give client red glasses for eye protection
- ❖ Give client multifold paper towel to catch any drool during process
- ❖ Instruct client: While under lamp with employee not present, if client feels discomfort or elects not to continue they can simply move light away from their mouth and proceed to bathroom to rinse mouth out
- ❖ Check back on client periodically to ensure they are OK (about every 5 minutes). Thumbs up!
- ❖ Should be back in room prior to expiration of 15 minutes to instruct client on rinse and reapplication. Do not make client wait or guess. Set your phone timer.



Step 5

4. At expiration of 15 minutes, position trash can for client to spit any excess saliva. They can remove lip retractor but **DO NOT** throw it away. Have client proceed to bathroom to rinse out mouth.
 - ❖ Rinse is prepared in cup on tray
 - ❖ Consists of 2 pumps mouth rinse and 2 pumps of water
 - ❖ Have client take rinse cup to bathroom and rinse mouth out and wash off lip retractor



Step 6

4. Repeat process up to two more times

- ❖ If client complains of sensitivity, offer them a Vitamin E swab to spot treat gums and sensitivity
- ❖ There should be enough gel in pill cup for three total applications
- ❖ Client preference for repeating process
- ❖ More applications generally equals more effectiveness
- ❖ Price of service is good for same day, visit only



Cleanup

5. Clean teeth whitening area immaculately, immediately after client checks out
- ❖ Disinfect LED lamp with Barbicide
 - ❖ Wipe down chair with disinfectant
 - ❖ Wash tray and dispose of any items from the client
 - ❖ If you used the last of the gel in a syringe, charge a \$0 LED syringe in Square



Client Aftercare

- ❖ Safe to drink water 30 minutes after treatment
- ❖ Don't eat for 2 hours after treatment
- ❖ Whitening dependent on:
 - ❖ Avoiding items that stain teeth
 - ❖ Coffee, cigarettes, red wine, etc. (if it stains your T-shirt, it will stain your teeth)
- ❖ Teeth will gradually return to their previous state but depends on your habits
- ❖ Repeating treatment regularly increases effectiveness - it is only \$29
- ❖ Recommend client buy the Teeth Whitening Pen retail product for home use to prolong their white teeth - only \$19.99



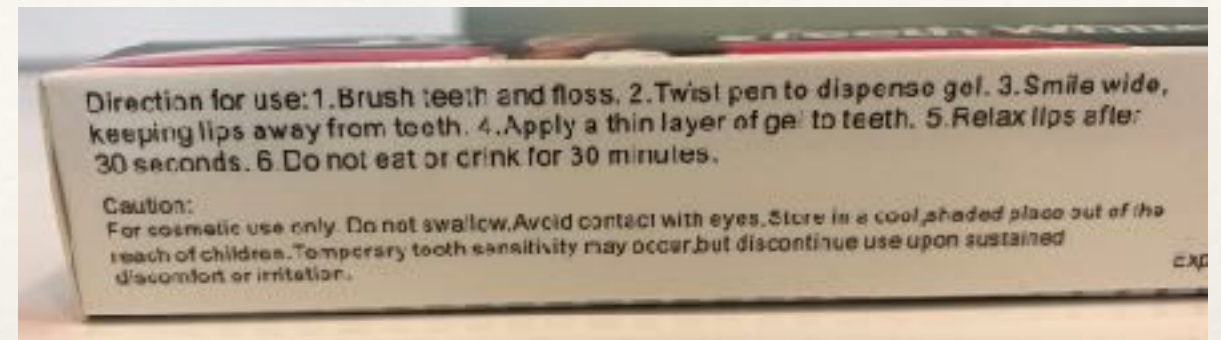
Retail Teeth Whitening Pen

- ❖ \$19.99
- ❖ 35% Carbamide Peroxide.
Powerful and safe for home use
- ❖ Recommended use 2x per day
- ❖ Easy to carry in purse or in pocket for a quick whiten before an important event



Teeth Whitening Pen Instructions

- ❖ Pen works very similar to lip liner
- ❖ Twist pen to saturate brush with gel
- ❖ Apply. Avoid lips and gums
- ❖ Keep mouth open for 30 seconds
- ❖ Resume normal activity. No need to rinse.
- ❖ Avoid food and drink for 30 minutes
- ❖ If sensitive mouth or irritation occurs rinse mouth after use



Additional Option for Really Sensitive Teeth

- ❖ If client has extremely sensitive mouth and does not want to use our powerful in house gel
 - ❖ They can elect to use the retail teeth whitening pen and use with the LED lamp
 - ❖ This service is still \$29 because they are using our light
 - ❖ The lamp will increase the effectiveness of the retail teeth whitening pen but be gentler on sensitive teeth
 - ❖ Procedure is same as outlined previously
 - ❖ Client may keep the retail pen as part of the \$29 service price





Training Home Page

