

The Bleaching Business



THE TECHNIQUES YOU NEED IN A FORMAT YOU'LL LOVE

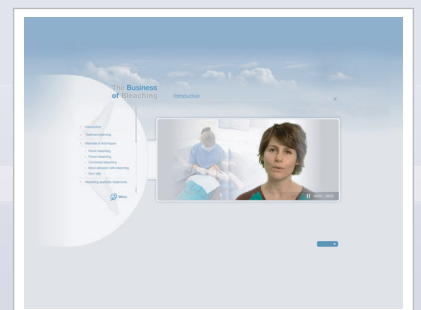
Linda Greenwall has combined an innovative and award winning private practice with research in the field of tooth bleaching. To bring her knowledge and insight to an even wider audience Linda has teamed up with Smile-on Ltd to produce this highly interactive, informative and enjoyable programme.

The aim

This programme explains how to undertake a variety of bleaching treatments and how to integrate these with appropriate further aesthetic treatments. It aims to help increase profitability within the practice with well managed bleaching protocols and team support.

The objectives are to enable the learner to:

- Describe the whitening options available for vital and non-vital teeth.
- Describe the current legal status of different bleaching materials.
- Devise a treatment plan and gain patient consent.
- Provide home bleaching, power bleaching, micro-abrasion and combinations of these bleaching techniques for vital teeth.
- Provide patients with options for bleaching non-vital teeth and techniques for whitening non-vital teeth.
- Deal with bleaching-related side effects (e.g. what can happen when things go wrong).
- Manage the introduction of bleaching within their practice.
- Manage the follow-up and maintenance of patients who have had bleaching and request further aesthetic dentistry.



About the programme

The programme covers:

- Treatment planning
- Home bleaching
- Power bleaching
- Combined bleaching
- Micro-abrasion with bleaching
- Non-vital tooth bleaching
- Marketing aesthetic treatments and management of whitening programmes within the practice and how to assess fees for whitening.

