

My favourite case

Nilesh Parmar details a satisfying whitening case that left the patient overjoyed with the results

There has been a lot of scandal in the press concerning tooth whitening of late. Dentists are getting upset that non-dentists are carrying it out, while patients are getting upset that dentists are charging too much. Although, it should only be those with correct dental training doing tooth whitening, the easily identifiable price differences from dentists to illegal shopping centre tooth whitening booths has made the general public somewhat cynical. I don't blame them. So, this is a case of mine, which I felt quite satisfied with.

A patient came to see me on a recommendation (always a good start) but his position was: 'Why do you charge three times more to whiten teeth than that place in the city centre? What's the difference?'

Trying to justify your charges is something that all dentists need to do at some point. I don't have a problem with this; it makes it easier for me to explain why the patient should proceed with treatment with me and I can get into the details about my preferred system.

With this particular case, I explained to the patient about my qualifications, my experience in whitening teeth and my fantastic results. I explained why I use the Enlighten system; I discussed the exact-fitting bleaching trays, the refrigerated gel

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For more information about Enlighten Smiles visit www.enlightensmiles.com.



Before



After (shade A3.5 comparison)

packs and the benefits of the ramping system. However, after all of this, the patient still wasn't convinced. So I made him a deal, I told him that he could pay me for the tooth whitening after he had the three weeks of treatment. If he wasn't happy with the final result then he did not have to pay me. Such is the confidence I have with my Enlighten teeth whitening system.

As you can see from the images above, he started off as an A3.5 and ended up whiter than B1. He was impressed, and paid for his

treatment.

Having a predictable and simple teeth whitening system can make you confident in your treatment proposals. Whitening has become a straightforward treatment protocol. As long as the patient is properly assessed, wears their trays and does as they are told, they will have white teeth. **PD**



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