

A clinician's perspective on Synca's Brilliance 20 in-office whitening system



Dr. Galkin is a general dentist with a practice dedicated to general & cosmetic dentistry. In this interview, we explore how the new generation whitening system Brilliance 20 has impacted his practice

What has been your experience with whitening in your practice Dr. Galkin?

We've offered take home systems for many years and I have noticed an increase in demand over the past years in whitening overall. At one point I looked into in-office systems, but the time it took to administer the treatment from start to finish was too long. The kits were expensive, the technique for staff was laborious and patients experienced sensitivity and pain post treatment. Overall not something I saw making sense for my practice.

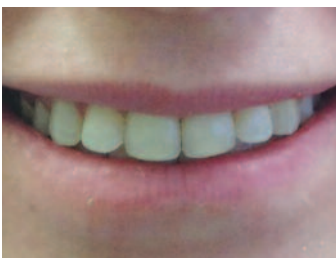
What caught your eye when you saw the Brilliance 20 whitening system?

I read of the new generation of whitening systems in a recent US publication by Dr. Gordon Christensen. In the

publication, Dr. Christensen reviewed how a new generation of in office whitening systems were addressing a number of the past issues these systems had. Brilliance 20 is one of those systems and I wanted to learn more about how it had been improved.

What did you learn?

I learned that the new systems made much more sense; pre-fabricated, pre-loaded trays made it easy for the staff to administer the treatment without numerous gel applications necessary and no impressions or models to pour! New chemical additives better controlled sensitivity; in fact, my first impression is that patients experience no sensitivity at all during or after treatment! I have used the treatment for the past 2 months and treated a couple of dozen patients. Treatment time is only 20 minutes and the kits are a fraction of the cost of other similar products.



Case 1 - before



Case 1 - after



Case 2 - before



Case 2 - after

Why were you interested in an in-office system?

I believe that when someone is interested in whitening their teeth they still believe that their dentist is the best person to go to for advice. I believe it's our duty as a team of dental professionals to know about the options available, the pros and cons of each, and be able to educate and guide them based on what will be the best solutions for their particular needs. I do think that being able to provide that "WOW" experience of coming in to our office and then leaving 30-45 minutes later with a NEW whiter smile has a profound impact on the perceived value of our care. People these days want things NOW! Even yesterday... I've often scheduled take home whitening appointments only to have patients disappointed because they thought they were getting a same day treatment! Now I can offer that solution. Also it's great to offer as a quick solution for events such as weddings and reunions. One issue with take home kits is that you rely on patients to stick to the take home protocol and if they don't it affects results. With an in office system we have better control over the treatment and results and it helps manage my patient cases more effectively in achieving the optimal results.

What was your experience with Synca like?

I was very impressed with the level of product knowledge and professional expertise brought forth by Synca's representative. Not only was I able to ask important questions, but I was also able to receive great advice on the various ways my dental team could start implementing and



lamp active

discussing whitening with patients. In addition, Synca's rep was helpful in advising my team ways to utilize the demand for whitening products to improve appointment retention and improving our hygiene program. My office now offers a complete whitening program with take home kits, in-office treatments as well as continual maintenance programs in place.

Now that you've used it for a while what do you think is the biggest benefit of in-office whitening?

As I mentioned before, the WOW factor is significant, when someone sees an improvement in their smile they are very joyous and grateful and I love that positive feeling with patients. They are going to definitely spread the word and talk about their new smile with family and friends. Offering in-office whitening brings in clients that are cosmetically inclined. I do focus on comprehensive dentistry and these candidates are great for future cosmetic treatments such as veneers, crowns, etc.

What does the staff say about Brilliance 20?

They love it! No more impressions, models, trays or having to apply gels to each tooth! No more prescribing pre and post-operative analgesics. Overall a better system for our practice. The Brilliance line of whitening makes sense for our practice. ■

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