

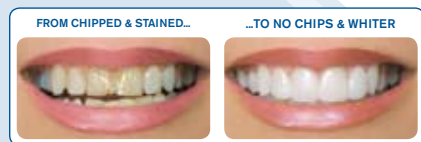
LUMINEERS®

A simply perfect smile

A life-changing new look is as easy as LUMINEERS. No pain. No temporaries. Just a perfect, attractive smile that lasts—and a confident, new outlook on life.

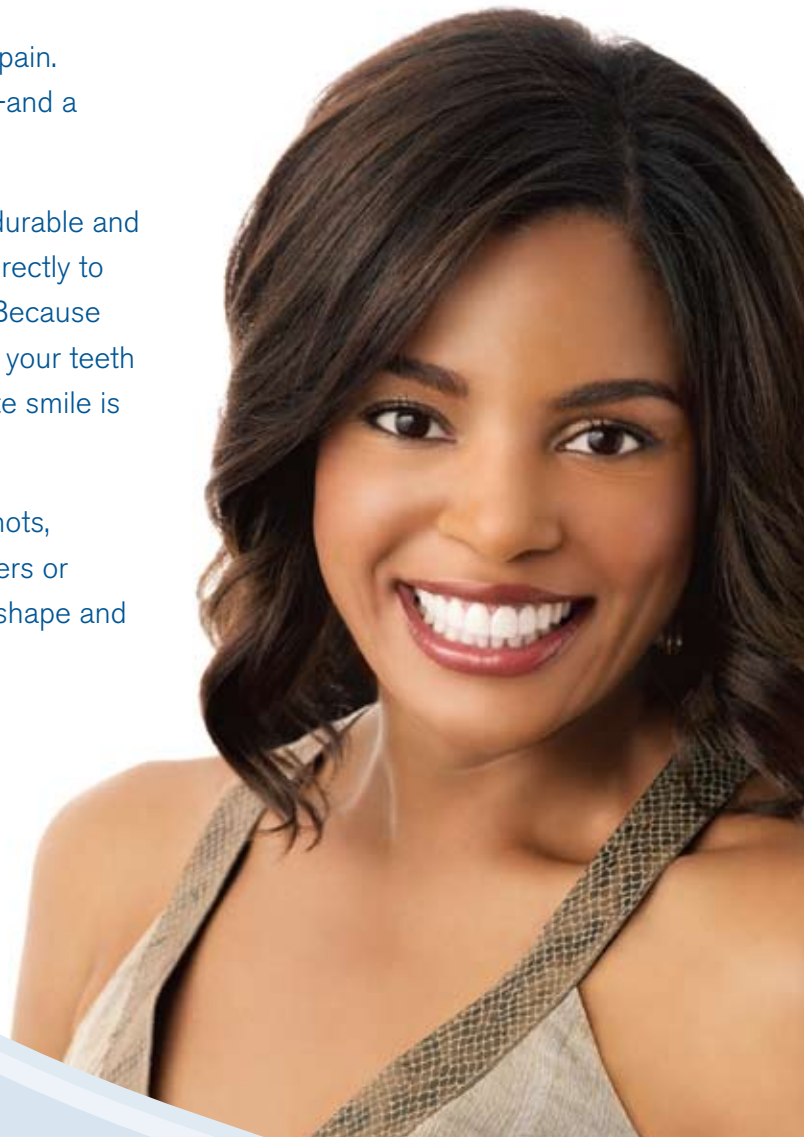
LUMINEERS provides protection and perfection. Highly durable and ultra-thin, LUMINEERS are porcelain shields that bond directly to your existing teeth for a natural-looking, attractive smile. Because no painful removal of sensitive tooth structure is required, your teeth are preserved behind your new, white smile. And that white smile is proven to last over 20 years!

It's time to get the perfect smile you deserve. Avoid the shots, grinding, discomfort, pain and difficulty of traditional veneers or braces. Instead, permanently and painlessly straighten, reshape and whiten your smile with LUMINEERS.



LUMINEERS®

beautiful smile. beautiful you.



1-800-445-0345

LUMISmile[®]

Picture *your* LUMINEERS[®] smile

Imagine yourself with a great smile. Now...actually see it with a LUMISmile digital smile makeover! LUMISmile gives you the unique opportunity of seeing your gapped, stained or crooked teeth transformed into the full, white, straight smile you've always wanted. It's fun and exciting and only takes 30 minutes.

With two options, LUMISmile shows you previews of your enhanced smile with LUMINEERS veneers and with whitening. Once you see how amazing you look with either of these options, you'll realize what your smile has been missing.

If you've ever considered improving your smile, even for a brief moment, now's your chance to actually see yourself with those improvements. LUMISmile will eliminate the doubt and illuminate your amazing LUMINEERS smile!

We would love to show you your new smile. Contact us to see how LUMINEERS can give you a confident, new outlook on life.



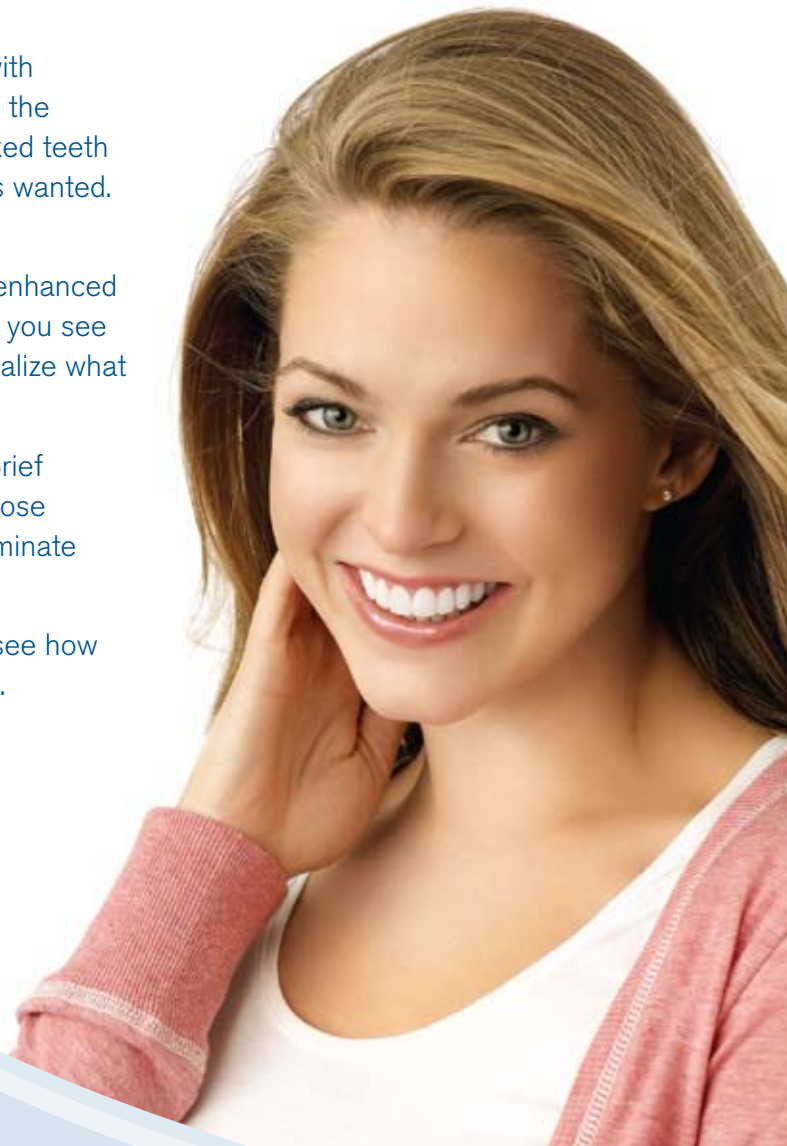
Before



With LUMINEERS



With Whitening



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What are LUMINEERS®?

LUMINEERS are the painless way to bring out the beautiful, healthy, natural, permanently white smile in you.

Ultra-thin LUMINEERS are custom-designed to give you the beautiful smile you've always dreamed of. Unlike traditional veneers, there are no shots, no drilling of sensitive tooth structure and no pain. They're even reversible, so you have nothing to lose and a beautiful smile to gain. Plus, LUMINEERS are proven to last for over 20 years, so your beautiful smile will be with you for years and years.

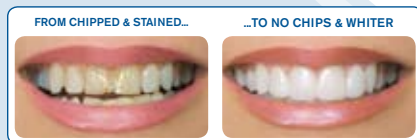
LUMINEERS in LUMITray™

And now, in addition to LUMINEERS, ask us about LUMINEERS in LUMITray. It's new technology that allows us to place your veneers all at once, instead of individually, getting you out of the dentist chair faster so you can start showing off your incredible new smile sooner.

Transforming your smile couldn't be any easier; in fact, it takes just 2 easy visits.

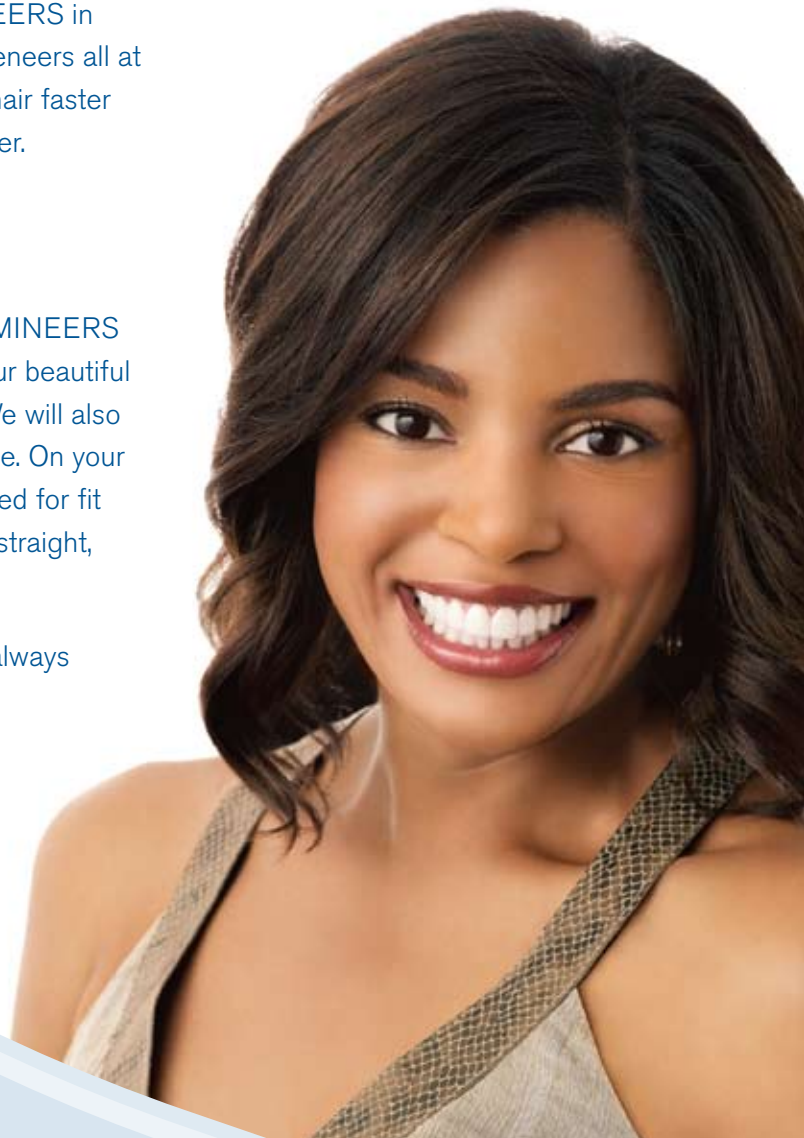
Whether you transform your smile with LUMINEERS or LUMINEERS in LUMITray, it takes only 2 easy visits for us to bring out your beautiful smile. During your first visit a precision mold will be taken. We will also choose the right shade for your new, permanently white smile. On your second visit, your custom-designed LUMINEERS are checked for fit and shade. Then, they're painlessly placed to bring out your straight, white, attractive smile!

That's it—a healthy, natural, permanently white smile you've always wanted in only 2 visits.



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Sapphire[®] Professional Whitening

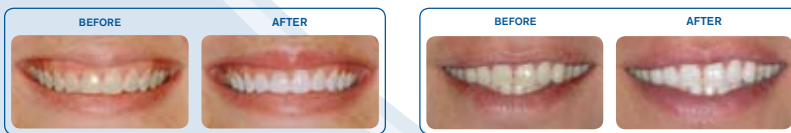
7 shades whiter in as little as 30 minutes—without sensitivity

Would you like a whiter smile quickly and without sensitivity? Then Sapphire Professional Whitening is the answer. The Sapphire system is proven to whiten smiles up to **7 shades** in as little as 30 minutes, and there is no sensitivity during or after treatment!

The Sapphire system doesn't use any harsh chemicals or harmful UV rays, and the fluoride-integrated formulation defends against tooth decay, making Sapphire the healthier way to whiten.

- Proven sensitivity¹
- Proven to whiten smiles up to 7 shades in only 30 minutes¹
- Integrated fluoride protects against demineralization and caries
- No harmful UV rays
- No protective sunscreen or facemask required

For a healthier white smile, contact us and ask for your Sapphire Professional Whitening today.



Sapphire[®]
PROFESSIONAL WHITENING

1. Kim-Pusateri S, et al. Comparison of bleaching effect of two different concentrations of hydrogen peroxide. The IADR/AADR/CADR 85th General Session and Exhibition; 2007 March 21–24; New Orleans (LA).

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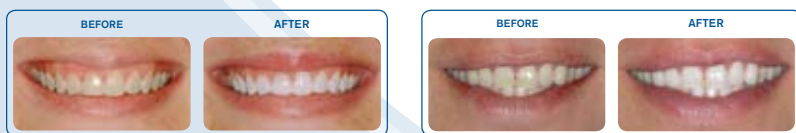
Sapphire[®] Take-Home Whitening

7 shades whiter in as little as 3 minutes a day—without sensitivity

Achieve a whiter smile—*up to 7 shades whiter*—without sensitivity from the comfort of your own home! Getting these amazing results is easy. In just 3 minutes a day for 14 days, you can have a whiter smile. To make it even more pleasant, Sapphire Home Whitening comes in fruit and mint flavors.

- Up to 7 shades whiter
- Easy process—only 3 minutes for 2 weeks
- Pleasant fruit and mint flavors

For a healthier white smile in the comfort of your own home, contact us and ask for your Sapphire Home Whitening kit today.



Sapphire[®]
PROFESSIONAL WHITENING

1. Kim-Pusateri S, et al. Clinical comparison of bleaching effect of in-office to home bleaching. AADR 37th Annual Meeting and Exhibition; 2008 Mar 31–Apr 5; Dallas (TX).

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Q&A

The answers to painless smile enhancement.

How are LUMINEERS® different from traditional veneers?

LUMINEERS are unique in that they can be made as thin as a contact lens and create a natural-looking, straight, white smile without requiring shots or drilling of sensitive tooth structure. Traditional veneers, on the other hand, are much thicker, requiring the grinding down of your original tooth structure. Additionally, LUMINEERS are proven to last over 20 years. With LUMINEERS in LUMITray™—an enhanced LUMINEERS placement system—LUMINEERS are placed using a “tray” for quicker, more accurate results.

Are there any other LUMINEERS?

No. LUMINEERS is one-of-a-kind and made from a uniquely formulated porcelain, and LUMINEERS in LUMITray is the only porcelain veneer available with fast and precise tray placement technology. These revolutionary processes are crafted through a proprietary process and are only available from Den-Mat, one of the nation's largest manufacturers of professional dental materials.

Is the LUMINEERS procedure painful?

Unlike traditional veneers, LUMINEERS are a painless way to reshape and whiten your teeth. Traditional veneers require the grinding down of healthy tooth structure to accommodate them, whereas LUMINEERS are ultra-thin, so in most cases, you will get a perfect fit without shots or grinding down of sensitive tooth structure. Once the procedure is completed, there is no post-placement discomfort or sensitivity, which means LUMINEERS will look natural and feel comfortable from the moment they are finished being placed.

I think I need braces, but I really don't want to go through the inconvenient, unsightly and time-intensive process. Can I get LUMINEERS instead?

In most cases, yes. Your dentist will be able to evaluate your teeth and decide whether orthodontics is necessary. If you do not require orthodontics, LUMINEERS will change the shape and alignment of teeth, making them look straight, full, white and uniform.

How long will LUMINEERS last?

Clinical testing has proven that a LUMINEERS procedure lasts and looks great for over 20 years. LUMINEERS also offer a warranty, so they can be replaced at no charge. Certain restrictions do apply.

Can LUMINEERS be taken off if I want them removed?

Yes. In most cases, LUMINEERS are completely reversible because there's no grinding down of healthy tooth structure. Your natural teeth are still intact, strong and healthy.

With LUMINEERS, can I still chew gum and eat my favorite sticky foods?

There are no limitations to what you can eat or drink because LUMINEERS are placed over original teeth in the most durable way possible. However, you should continue to visit your dentist every 6 months for a checkup and cleaning to keep your LUMINEERS, and all your teeth, healthy and looking their best.

Why have I never heard of LUMINEERS before?

More than 13,000 dentists nationwide use LUMINEERS, and we continue to educate the dental community about this painless, smile-enhancing, life-changing procedure.

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