industry news _Micerium

ENA White 2.0 —professional home bleaching

Micerium S.p.A. worked hard to conceive a way of simplifying home bleaching, with the aim to provide dentists and patients with a rapid and effective treatment. White teeth are not only a trend, but they can help to smile and face life in a happy, positive and outgoing way.

ENA White 2.0 is a patented system for cosmetic home bleaching, which is made up of a special toothbrush with a dispenser containing

74 I cosmetic dentistry 2015

The new European regulation about bleaching products allows the use of cosmetic bleaching substances with a maximum of 6 per cent hydrogen peroxide.

The unique properties of ENA White 2.0 reduce the daily application time to only 2 minutes, instead of 6–8 hours of the traditional cosmetic home bleaching with tray. For a treatment plan of 10 days, the patient’s teeth would remain in contact with hydrogen peroxide for about 60/80 hours, against only 20 minutes with our innovative product.

The risk of irritation and sensitivity is reduced thanks to the shorter contact period between the tooth and the bleaching gel, and the possibility of swallowing the gel during the treatment is lower.

ENA White 2.0, avoiding the use of trays, allows you to save up on the cost of impressions, model with block out resin, thermoplastic sheet, printing and finishing.

The special mini-head (GUM CARE) has been designed to protect gums and the innovative packaging allows you to perform the treatment even when not at home.

ENA White 2.0 is a system based on a new technology, which makes the bleaching procedure easier with unique advantages in the market.
Remedent NV launches major upgrade to dental marketing software

Remedent NV is delighted to announce a major upgrade to the SmileMe Mirror, their successful dental marketing software. Previously used only in 50 GlamSmile Clinics worldwide as a beta test, SmileMe Mirror V2 is now available to dentists worldwide.

Attracting the right cosmetic patients

The SmileMe Mirror is a proven concept for practices to attract more cosmetic patients. By assisting the dental team with every step of the consultation, it is a software that has the power to grow dental practices by changing the way they communicate. In fact, SmileMe was designed so that every single patient receives the same information about the treatments the clinic has to offer. More specifically, it consists of three complimentary modules that spark a valuable 10-minute conversation between the practice and the patient. The end goal is to motivate the patient to move forward with the proposed treatment.

Complete communication: awareness, possibilities, and solutions

The first step is for the patient and dental nurse to go through the Smile Analysis. This is a carefully crafted questionnaire that helps the practice understand what their patient wants. The goal of asking these 14 questions is to make the dental team aware of their patient’s desires. Depending on the outcome of the analysis, the practice can then respond with an appropriate cosmetic treatment.

Smile Sketch is the second module and allows a member of staff to make the patient realise that a new smile can be life-changing. In under 2 minutes, a before and after can be simulated so that the patient understands the potential of cosmetic dental treatments. Especially now with version 2, SmileMe has become the quickest and most comprehensive dental simulation software available.

Last but not least, the protocol ends with a concise explanation of all relevant treatments. The Treatment Pages serve as a menu in the dental practice to make sure that the patient is familiar with all solutions available. To do so, SmileMe uses interactive content and digital animations so that all explanations are quick and easy to understand.

A must-have for cosmetic dentists

Thanks to this update, SmileMe can now confidently position itself as world leader in marketing technologies and services for cosmetic dentists. With a concept that is easy to integrate and has proven its success in hundreds of practices and dental chains across the planet, the SmileMe Mirror is an investment any practice looking for growth should make. Schedule a web demo at our website or come meet us at the IDS (Hall 3.2, Stand A041) or at ScanDeFa (C1–016B), to learn how SmileMe can grow your practice today.