

DENTISTRY
TODAY

Company Focus 2011

Evolve Dental Technologies' KöR Whitening Deep Bleaching System Experiences Explosive Growth

It all started with a simple mission to provide a teeth-whitening system that truly works. Dr. Rod Kurthy, CEO and co-founder of Evolve Dental Technologies, began his first clinical study of teeth whitening in 1977. Frustrated by the false claims and marketing hype surrounding many products, he was committed to developing a whitening system based on the science he had learned and discovered over his 3-plus decades of research. It was through this commitment and vision that Evolve Dental Technologies was born, and it is the reason why Evolve is the only company that constantly refrigerates its full line of whitening products from the moment they're manufactured until they're received by the dental practice. However, little did Dr. Kurthy realize how providing a genuinely effective system could spawn the incredible growth that his company has experienced.

Evolve Dental Technologies, located in Rancho Santa Margarita, Calif, started less than 4 years ago, in September 2007, in a facility that was anticipated to serve the company for many years to come. Despite the economic recession, the rapid adoption of the KöR Whitening Deep Bleaching System caused Evolve to quickly outgrow its original site. In June 2010, it moved to its new location, which is 6.5 times larger than its original facility. At the time, its management team was wondering how it would ever fill the space, but just 8 months later, it was already eyeing its next move, to accommodate the company's continued explosive growth.

When asked how Evolve could experience such spectacular growth when so many other companies are fighting just to stay alive, Darren Somo, Evolve's general manager, said, "This is a case in which Dr. Kurthy has truly built a better mousetrap, and the world is beating a path to our door. However, it goes beyond just the product. I have a long history in the corporate world, but Dr. Kurthy and his wife Sharon share a very different business philosophy than any corporation I've ever worked with. Their vision for Evolve is to provide products that really work and customer service that goes far beyond the point of sale. It is the goal of every employee at Evolve to enhance the success of our dentist clients—not just with teeth whitening but in any way possible that we can help."

Evolve has a dedicated team of clinical specialists at the disposal of its clients. They are able to help dentists and their staffs with any of the clinical aspects of the KöR Whitening System, including consultations on unique whitening cases, and even help with marketing, promotions, and case presentation for their offices. In addition, KöR users have the value-added option of utilizing the KöR Laboratory to fabricate their KöR-Seal Whitening Trays, which are one of the corner-



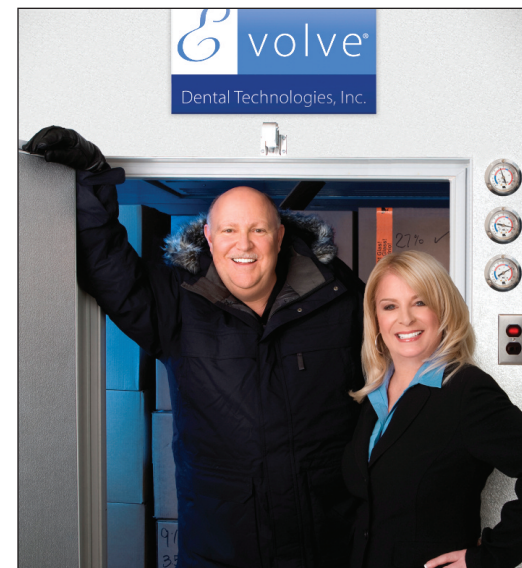
Evolve Management Team, from left to right: Dr. Rod Kurthy, CEO; Sharon Kurthy, president; Darren Somo, general manager; Shannon DePalma, COO; Dina Bantle, customer care manager.



The KöR Lab.



Dr. Kurthy receiving a standing ovation after lecturing to an audience of 3,500 people at the Las Vegas TBSE Meeting.



Dr. Kurthy and Sharon Kurthy showing off one of Evolve's massive industrial refrigerators used for its constant refrigeration process.

stones to the success of the system. The KöR Laboratory is unique in that it utilizes actual artists (painters, sculptors, etc) that have the artistic ability, eye for detail, and 3-dimensional perception needed to create the extreme precision required for the KöR-Seal Whitening Trays.

Dr. Kurthy is continually refining, researching, developing, and clinically testing new approaches and products for his whitening system and desensitizing methods. He always has one to 3 research projects going at any given time. One of his most recent developments is the new KöR Dual Activated Tri-Barrel Hydremide Peroxide in-office whitening gel. To achieve maximum results with minimal sensitivity, there are many chemicals that simply can't be mixed together

before use on the patient. By keeping the whitening chemistry separated into 3 barrels (tri-barrel) instead of just 2 (dual-barrel), Dr. Kurthy has found a way to overcome the shortcomings of other whitening gels.

Dr. Kurthy, Sharon Kurthy, and the entire Evolve Team are excited to see so many dentists discovering the merits of the KöR Whitening System. It's especially gratifying because the ground swell of demand has been driven by word of mouth from other highly satisfied dentists. This has validated the Kurthys' vision of their company and is confirming that their scientific and customer care-driven approach to business actually does work.

For more information, call **Evolve Dental Technologies** at **(866) 763-7753** or visit evolvedental.com.