

The Profitable **Dentist**®

SPRING 09

News & Information to Increase the Profitability of Your Practice

Dr. Rod Kurthy's *CHILLING* Approach to Deep Bleaching™

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The
20-Minute
Denture

**What Your
Patients DON'T
Know Will
Shock You!**

page 37

**\$100,000 per month
in Same-Day Dental
Services... *Yeah, Really.***

{KÖR}
Deep Bleaching™ System

**5 Major TV Advertising
Mistakes Made by
Dentists**

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**“WHERE THE #!@!#
IS THE COMPOSITE?”**

Surviving the current economic crisis
Getting Back to Basics and Working Smart

Great Profitable Ideas & Products!
Don't miss pages 57-62



Evolve® has already given rise to several ‘firsts’, including a “chilling” story of effectiveness.

As thousands of dentists have demonstrated, Dr. Rod Kurthy’s Deep Bleaching™ technique has solved the unpredictability problem of teeth whitening. Even the seemingly impossible challenge of tetracycline staining has been conquered.

The next logical step for Rod was the issue of bleaching sensitivity. After 4 ½ years of research, development and clinical testing, he is the first to have incorporated dentinal tubule occlusion desensitization of teeth as an integral step in a formal teeth whitening protocol.

Rod has now formed Evolve® Dental Technologies, Inc., where he provides his KōR line of products specifically developed with the physical properties necessary for ideal results with his Deep Bleaching system. Evolve® KōR Deep Bleaching gels are the first full line of bleaching gels to be refrigerated from the instant of manufacture until received by the dental office.

Bleaching gels are unstable chemicals. This instability is what allows bleaching gels to break down rapidly in the mouth, liberating the oxygen necessary for whitening. However the problem with instability is the fact that bleaching gels start degenerating immediately upon manufacture. By the time dentists receive bleaching gels, these gels have less potency – sometimes MUCH less potency.

For years dentists have complained that some batches of bleaching gels work much better than others. At room temperature, bleaching gel will slowly degrade, however at high temperatures bleaching gels will break down rapidly.

Bleaching gels are typically manufactured in

factories and then stored in the factory warehouses, which may be warm or even hot. The gels are later shipped to the bleaching product company via “slow freight” trucks that often achieve temperatures significantly higher than 125°F for several days. Upon arrival at the bleaching product company, these bleaching gels are typically again placed in warehouses which may be warm or hot.

Finally, when ordered by the dental office, these bleaching gels are shipped via UPS or FedEx. Even when shipped overnight, products will typically reach a temperature of at least 125°F. Some bleaching product companies do ship only their highest concentration hydrogen peroxide gels to dentists in cold packs, however, this is just one small part of the puzzle.

The result of prolonged non-refrigeration, combined with multiple exposures to high heat, is significant degradation of the bleaching gels.

Rod has directed Evolve’s KōR Deep Bleaching System to maintain constant refrigeration at all times, and is the first in the world to do so. The gels are immediately placed in refrigeration at the factory. They are shipped to Evolve via refrigerated trucks and planes. They are then stored in refrigeration at Evolve. And finally, they are shipped to dentists in cold containers. Evolve’s bleaching gels arrive in dental offices at virtually the same strength and effectiveness as the day they were manufactured.

These are only a few of the numerous breakthroughs Rod has accomplished with his KōR Deep Bleaching and Evolve Dental Technologies. For more information, contact Evolve Dental Technologies, Inc. at (866) 763-7753 or visit www.DeepBleaching.com where you will find videos that not only discuss Deep Bleaching, but also teach dentists and staff Dr. Kurthy’s highly successful methods of case presentation.