

# What's Up With Deep Bleaching™ NOW??

an interview with Deep Bleaching™ inventor, Dr. Rod Kurthy

Rod Kurthy and his Deep Bleaching™ technique have been favorites of our subscribers for some time now. In response to the multitude of requests, we interviewed Rod in 2006 for our Driving Dentist Series. The interview received enormous rave reviews from our subscribers, so we featured Rod on the cover of *The Profitable Dentist* later in the year. With Rod having now formed his own company to provide his Deep Bleaching™ products, and especially since Rod will be lecturing (twice) at our upcoming Destin Spring Break Seminar, we wanted to get the scoop from Rod regarding all his exciting new updates.



**WOODY** – *Thanks for being with us Rod. As everyone already knows, Deep Bleaching has become all the rage among dentists all over the world. You’ve figured out how to achieve permanent incredible whitening success on every single patient and also figured out how to do it with very low or no sensitivity. But recently we’ve been hearing great things about your new Evolve Dental Technologies company and your new Deep Bleaching products. What made you decide to start your own company?*

**ROD** – Well Woody, it’s a long story. For years I’ve given help to most of the major bleaching product companies when they’ve asked. I even developed a formal relationship with one company. The problem has always been that companies tend to be concerned about profit far more than they are about the things I am concerned about. Everything had to be weighed to determine how profitable it would be. My hands were often tied, and frequently my suggestions fell on deaf ears.

Having my own company gives me the ability to do things the way I want to. I don’t have anyone telling me that I can’t do things that aren’t profitable enough. I can now do the things I’ve wanted to be able to do with Deep Bleaching™ for a long time.

**WOODY** – *Hey, I’ve had the same experiences so I know exactly what you’re talking about. You said that you can now do things you’ve wanted to do for a long time. Tell us about those things.*

**ROD** – Dentists have been asking me to provide a place where they can get virtually everything they need for Deep Bleaching™ instead of having to go to various companies, and we’ve done that. We’ve also brought out some very exciting new products that I’ve wanted to provide for some time now – and we’re getting rave reviews about them like crazy. Our products have been selected and developed by me to specifically have the exact physical properties necessary for the very best results with Deep Bleaching.

**WOODY** – *Tell us a bit about some of your new products.*

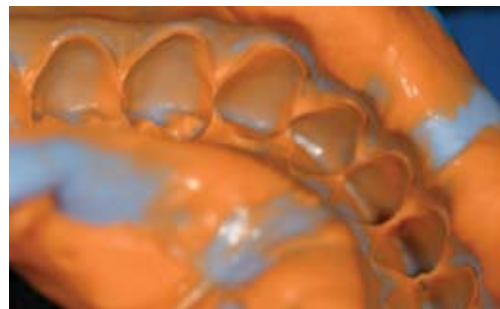
**ROD** – There are several. First of all, in addition to the Standard Deep Bleaching™, I’ve introduced my Deep BleachingMAX™. This is for dentists like me who want to totally knock the socks off ALL of their patients. Deep Bleaching™ is a super-charged bleaching system as it is, and this is the top of the top! And I’ve also brought out a brand new desensitizer that, most importantly, is also a whitening enhancer. This product makes teeth whiten much faster than ever before, so the end results are even better. And we’re using what I feel is a vastly improved desensitizer system for the patients to use at home.

**WOODY** – *I know that your Deep Bleaching Tray design and fabrication technique are major components of Deep Bleaching, and I’ve read in your book about how fanatical you are regarding the impressions. So what’s this I hear about a new impression technique and new impression materials just for Deep Bleaching Trays?*

**ROD** – Well Woody, the materials and technique are not just for Deep Bleaching tray impressions. We have numerous dentists

who’ve been so flipped out about the materials and technique, that they’re now using it for their crown & bridge impressions.

Bottom line is that no matter how diligent I was in my instructions regarding the impressions, this was the most frequent cause when practices screwed up Deep Bleaching. You already know that I do my clinical testing in my own practice on Fridays. I worked and worked on the research, development and clinical testing of the new impression technique and new products specifically for use with the technique. I know we don’t have time here to teach the technique, but it’s nearly foolproof, and it even captures a great impression of the gingival sulcus throughout the mouth, which is exactly where we need precision for the Deep Bleaching trays.



**WOODY** – *I’ve seen your new packaging of the bleaching kits that are given to the patients to take home, and I have to say that I think it’s very colorful. It looks almost like something that you’d take with you after purchasing products at a high-end cosmetics store. I bet the patients love it?*

**ROD** – We’re definitely getting great feedback from dentists. Dentists charge a good amount for Deep Bleaching, and they want to feel proud of the packaging of the products they give to the patients to take home. This was one of the most common requests that I used to receive from dentists – asking me to create something they’d be proud to give out.



**WOODY** – *I know you’re “The Marketing Guy” Rod. You’ve written two books on dental practice marketing called “The No-Coupon Marketable Dentist,” which I think most dentists have heard of. So what have you done regarding marketing of Deep Bleaching™ for dentists?*

**ROD** – Well, I haven’t had a chance to complete all of my marketing ideas yet, but they’re in the works. I know you like and respect my buddy, Howie Horrocks, who owns New Patients, Inc. Howie is an amazing marketing professional, and he and I have brainstormed and developed marketing techniques together for a number of years. We are putting together Deep Bleaching marketing kits for dentists that include many types of marketing staples such as various ads, statement suffers, press releases, counter displays and other things.

I have a pet peeve. I believe in truth in advertising – especially for the health professions. And it just really bugs me when I see teeth whitening brochures with models that have white teeth that were NOT made white with the technique being advertised in the brochure. Some of these models' photos have been retouched to make their teeth so white, and some even have Hollywood White porcelain veneers. I refuse to do that.

## Deep Bleaching™



My Deep Bleaching cover girl is beautiful, has amazingly white teeth AND her teeth are white BECAUSE of Deep Bleaching. She's not a professional model. In fact, she's my daughter, Shannon. On our brochures (meant for dentists to have on their counters for patients to read and take with them) and posters, it says right next to her picture that she's not a model, that the photos have not been retouched, and that her teeth are white because of Deep Bleaching. And I've used all of my marketing knowledge to make the Deep Bleaching brochure a tremendously effective marketing tool for dental practices.

**WOODY – Well, I've saved the best for last Rod. I know that you are absolutely a fanatic about refrigeration of bleaching products. You and I have discussed the importance of that before. And I know that you're really excited about how your company handles your bleaching products. So tell us all about it.**

**ROD –** Yes, this is something that I've harped on for a long, long time. I believe that we dentists often, or even routinely, receive bleach that has already lost a significant amount of its effectiveness – and we have no way of knowing. But none of the companies I've worked with wanted to endure the high cost of refrigeration. So I'm now free to do it myself, and the reports that we're getting from dentists are amazing – even beyond what I'd anticipated.

ALL bleaching gels are unstable. They're supposed to be. That's why they will give up their oxygen rapidly when placed in the mouth. But this instability has a downside too. These products start to degrade immediately after their manufacture. The only way to prevent the degradation is refrigeration, but that is VERY expensive as you will see. And even more important than refrigeration is the protection from HIGH HEAT, which

QUICKLY destroys bleach. I believe that the lack of refrigeration and protection from heat is why we dentists complain of varying effectiveness of bleaching gels that we receive.

We all know how HOT it can get in warehouses and inside trucks! UPS has informed us that they expect contents of packages to reach at least 125°F even when shipped 'next day' shipping. And slow freight shipping of product from the factory to the bleaching product company in unbearably hot trucks can take five days or more! Typically bleaching product companies do not refrigerate all of their gels at their facilities. Warehouses can get very hot, especially over the weekends, and dentists already know that they usually don't receive bleaching gels in a refrigerated container. The lack of refrigeration is bad enough, but the exposure to high heat during slow freight shipping, warehouse storage and shipping to the dentist is unacceptable to me.

ALL of our Evolve bleaching gels (hydrogen AND carbamide peroxides) are: 1) Refrigerated immediately after manufacture and until shipped to Evolve (I insisted on and arranged this special handling with the factories). 2) Shipped REFRIGERATED to Evolve in planes and trucks every second of the way. 3) Immediately placed in Evolve's huge industrial walk-in refrigerator. 4) Shipped to dentists in thermally insulated foam boxes with cold packs.

This ensures that dentists receive 100% fresh, 100% effective bleach every time!

It was always my strong opinion that this was important, but there was no way for me to ever test it. As much of a difference as I thought constant refrigeration would make, it's turned out to be even more impressive than I had imagined. The response we're getting from dentists is amazing. And I'm talking about dentists who have been using Deep Bleaching™ for some time.

Because moisture from condensation during refrigeration will ruin typical fancy box containers, all of our bleaching gels are provided in plastic containers so that we can keep them under constant refrigeration without damage to paper boxes.

The first thing that most dentists ask me when they hear this is, how much more do we charge because of all the refrigeration? The fact is that we don't charge ANY more at all. It's something I believe in very much, so we just do it.

**WOODY – Thanks Rod, it sounds like you've got a lot going on, and we appreciate you taking the time to talk with us. I know that our readers will have more questions, so how do they contact Evolve Dental Technologies?**

**ROD –** Hey Woody, you know that this is my favorite topic in the world – and I'm really looking forward to speaking at Destin. That is always an amazing meeting! I'm excited to be a part of it this year and to get to hang out with all of your fans for a few days. I'm normally at my dental practice, but Evolve can be contacted at (866) 763-7753, and the website is [www.DeepBleaching.com](http://www.DeepBleaching.com). See ya at Destin bud!

