



PRODUCT REVIEW UPDATE

DPS revisits the evaluation of K  R Whitening, focusing on recent updates and enhancements to the tried-and-true whitening system.

4.8

Dental PRODUCT SHOPPER  
BEST PRODUCT

2009  
2023



3  
PREV  
EVALS

37  
YEARS  
EXP

It often leads patients to accept more dental procedures.

Beth Snyder, DMD  
Doylestown, PA



4  
PREV  
EVALS

39  
YEARS  
EXP

The system is easy to use, and most of our patients are thrilled with the results.

Allan Mohr, DDS  
Massapequa Park, NY



3  
PREV  
EVALS

13  
YEARS  
EXP

One of the reasons we use K  R is the exceptional support we get from the K  R team.

Kapish Goyal, DDS  
Virginia Beach, VA

EVOLVE DENTAL TECHNOLOGIES

# K  R Whitening

For predictable, exceptional whitening results, K  R Whitening's proprietary gel formula is continuously refrigerated to maintain its original effectiveness and reduce sensitivity.

While many patients dream of having sparkling white teeth, those afflicted with tooth sensitivity often avoid whitening treatments like the plague. But perhaps those patients—and their dentists—just haven't learned of the advanced technology and proprietary formulation of the K  R Whitening System, an easy-to-use system that Dr. Kapish Goyal "uses successfully every day and is a great referral source for us."

The complete K  R Whitening System from Evolve Dental Technologies includes custom-made K  R-Seal Trays, K  R Complete Desensitizer, and the K  R Dual-Activated, Tri-Barrel Hydremide Peroxide gel formula for predictable whitening results without sensitivity. K  R has kits for every case type, from young to old patients, from average color teeth to fluorosis, tetracycline and dentinogenesis, and from patients with average to obsessive expectations.

"K  R offers several effective advantages over traditional whitening systems," said Dr. Goyal. "Patients like that it is easy to use and gives them long-lasting results." K  R Whitening provides "reliable, effective, and consistent whitening results," Dr. Goyal added. Noting that the K  R team provides exceptional customer support and that patient referrals are a great revenue source, he shared, "I can't praise this product enough."

A Solution for Every Patient

The K  R Whitening System includes home whitening kits with K  R-Day and K  R-Night; K  R MAX, which combines at-home whitening followed by an in-office whitening visit; K  R ULTRA for stubborn cases like fluorosis and dark geriatric staining; K  R ULTRA-T for tetracycline staining and dentinogenesis imperfecta; and the new and improved K  R Complete Desensitizer. The gel is continuously refrigerated from the instant of manufacturing until received



cold by the dental practice, which maintains the original effectiveness and reduces sensitivity, according to the manufacturer. Each K  R case requires a PVS or digital scan impression and fabrication of a K  R-Seal Tray, which can be created at the K  R lab or right in the dental practice.

"My team and I love K  R Whitening," shared Dr. Beth Snyder, who said, "It has become our go-to brand, even after trying many other whitening systems. The system is simple to use, it's an easy process with a digital scan, and the trays fit very well." Designed with a tight fit and seal to keep the whitening gel active for 6+ hours, the K  R-Seal Tray is "a nice tight tray that has blackout in it to really hold the solution against the tooth," she added. Also commenting on the K  R-Seal Tray, Dr. Christina Do said, "The trays are better than other trays because these have a seal on them."

Seeing Is Believing

"The profound whitening we get from using K  R is better than other systems," shared Dr. Snyder. "We see consistent whitening results, and we are selling a lot of cases because patients (and the team) see results." Praising K  R's "predictable results," Dr. Do said, "Patients want whiter teeth; if they use this system correctly, they will achieve that." A regular user of K  R MAX and K  R ULTRA, Dr. Nicole Salamy said, "K  R works better than any other

## takeaways



"Patients love their results with K  R whitening. It really works!"

—Nicole Salamy, DMD; Plainville, MA

in-office whitening I have tried. Patients love their results with K  R whitening. It really works!" Dr. Charley Cheney said K  R ULTRA-T "is efficient enough to treat patients with tetracycline staining," and Dr. Allan Mohr said K  R ULTRA and K  R ULTRA-T provide "consistent results, especially for tetracycline cases." He added, "The system is easy to use, and most of our patients are thrilled with the results."

K  R Complete Desensitizer assists with desensitizing teeth, and Dr. Goyal has "not had one patient report post-treatment sensitivity." Dr. Snyder said her K  R patients experience "very little sensitivity, which is remarkable with a whitening solution." She also appreciates that the solution conveniently arrives in the mail after being continuously refrigerated to maintain its potency.

Practice Benefits

The K  R support team encourages doctors and staff to contact them for advice on any case. "One of the reasons we use K  R is the exceptional support we get from the K  R team. They answer any questions from our team members," Dr. Goyal shared.

Truly successful whitening often leads patients to accept other cosmetic or restorative dental procedures, which Dr. Salamy has experienced firsthand. "Patients who move forward with K  R whitening are also open to clear aligner

- K  R-Seal trays seal out salivary antioxidants, resulting in 6+ hours of active whitening instead of the typical 20–30 minutes.
- Product is continuously refrigerated to maintain its original effectiveness and reduce sensitivity
- Kits include K  R-Day, K  R-Night, K  R MAX, K  R ULTRA, & K  R ULTRA-T
- Profound whitening brings patient referrals and increased treatment acceptance
- The K  R team provides exceptional support to doctors

therapy and Botox treatment, which helps with added treatment and our bottom line," she shared. After whitening treatment, Dr. Mohr said, "Patients often notice other imperfections in their smile, which can lead to additional esthetic treatment." Calling K  R Whitening a "practice builder," Dr. Snyder offers it to patients which "often leads them to accept more dental procedures, especially restorative treatments."

"Satisfied whitening patients frequently refer other patients to our practice for whitening treatment," shared Dr. Goyal,

while Dr. Salamy shared that one satisfied patient alone "has sent many, many patients to our office."

Overall Satisfaction

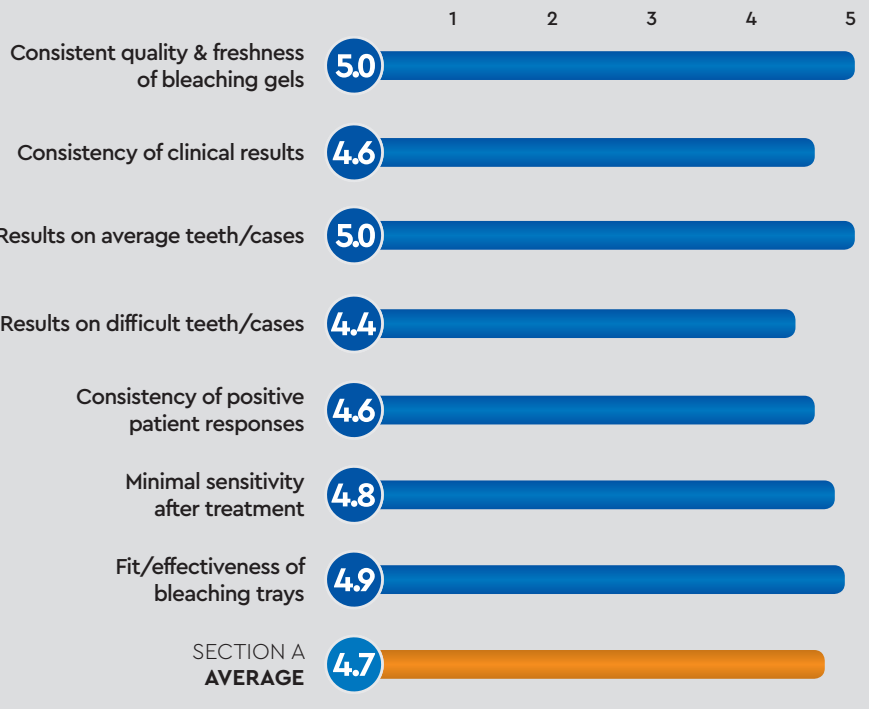
"My team is so blown away by K  R's whitening results that it has been an easy thing for them to suggest and sell," concluded Dr. Snyder. "It really is remarkable."

FOR MORE INFORMATION:

866.763.7753  
www.korwhitening.com

## PRODUCT REVIEW SNAPSHOT

CRITERIA BASED ON AVERAGE SCORE (OUT OF 5)



EVOLVE DENTAL TECHNOLOGIES  
K  R WHITENING

FINAL SCORE  
AVERAGE OF SECTIONS A AND B

4.8

