

Dental **PRODUCT
SHOPPER**

Bright Smiles, Loyal Patients

Frustrated with whitening that just doesn't deliver? You're not alone. See how 3 everyday dentists finally got the results they'd been chasing with KöR Whitening—and why they wouldn't use anything else now.



The **Whitening** System That **Delivers**

When whitening works, everything changes—patient satisfaction, trust, and treatment acceptance. Here, 3 dentists discuss the consistent results, stronger relationships, and meaningful growth that has come from bringing KÖR Whitening into their practices.

Before opening her practice in Lafayette, CO, Dr. Dawn Wehking worked in an office that promoted free whitening for life as a way to attract new patients. The only problem? The whitening solution they offered didn't work very well. It served as a marketing tool to help boost productivity, but had no real value for patients. So, when a 16-year-old girl with tetracycline stains came to the practice looking for help, Dr. Wehking decided to try something else.

The girl's previous dentist told her the only way to fix her smile was to crown all of her teeth, but Dr. Wehking knew there was a better option. She had heard about the KÖR Whitening system, with its proprietary Dual-Activated, Tri-Barrel Hydremide Peroxide formulation and delivery system, and figured it was worth a shot. She worked the girl in during lunch breaks and days off, investing in the system on her own dime. And it worked. The dark tetracycline banding was no longer visible, giving this young girl a beautiful, confident smile.

When Dr. Wehking opened her own office, she began routinely offering KÖR Whitening to her



patients. Available in 4 different kits, KÖR is effective for anyone who wants to whiten their smile—even those who've been told they couldn't. Dr. Wehking recently saw such a patient for a 1-year follow-up. His smile once had severe brown staining from fluorosis, so he kept it hidden. KÖR gave him a bright, white smile that he's still showing off.

"By the time I see them, a lot of patients have tried other things and

will say, 'I've tried whitening before; it doesn't work for me.' So, they're really excited when it does," Dr. Wehking said. "I explain to them why KÖR is going to work and why what they did in the past didn't, and it makes sense to them."

And, of course, patients who leave with such dramatic results—while experiencing little to no sensitivity—tell their family and friends. Happy whitening patients have been the

source of many referrals, while others have found her office via the KÖR website.

In New York, NY, Dr. Keith Bracy also has experienced practice growth since adding KÖR to his practice. Previously, he used several of the most popular whitening systems on the market, but wasn't getting consistent results. Patients were disappointed, and he just couldn't recommend whitening confidently. He even felt like he was losing patients' trust because the whitening systems weren't delivering.

That changed when he found KÖR. Dr. Bracy was immediately impressed by the comprehensive system's features and the results it gave his patients. In the years since, KÖR has served as a practice builder, with many patients finding his office via the KÖR website and referrals.

"I get new patients all the time who are just coming here for KÖR Whitening," Dr. Bracy said. "Many times, they're so happy with their results, they stay as a general patient and refer other patients. It's been a very big practice boost for me."

The Gateway Treatment

At Dr. Wehking's practice, every cosmetic treatment plan starts with KÖR. Once patients see such a dramatic improvement in their smile, many are eager to start other treatment and ask about veneers, orthodontics, or "replacing their old, ugly dentistry."

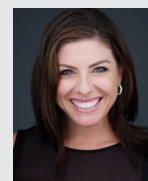
Dr. Bracy has seen a similar pattern. "They're open to more procedures and generally trust you more," he said.

With other whitening systems, Dr. Bracy never knew how long the results would last. That depended partly on diet and if patients drank coffee or red wine. KÖR treatment outcomes, with periodic maintenance at home, will last no matter what patients eat or drink, making patients even happier with the system.

KÖR also impacts how dentists approach cosmetic dentistry. Dr. Wehking

A CASE IN POINT—DR. WEHKING

Dr. Dawn Wehking appreciates that KÖR Whitening is customizable, with options for every patient case in her practice in Lafayette, CO. She also appreciates the trays, which she noted are as much a part of the success as the gels.



Both of these cases involved challenging intrinsic stains—fluorosis and tetracycline—that the patients had been told their entire lives couldn't be whitened. With confidence, we said, "Watch us!" Using KÖR Ultra for the fluorosis case and KÖR Ultra-T for the tetracycline staining, we achieved life-changing results.

said it enables her to offer more conservative veneers with minimal or no prep, for example. That's only possible if teeth are white; otherwise, the restorations must be thicker and more opaque to mask the discoloration.

For Dr. Olesya Salathe, who practices in Molalla and West Linn, OR, KÖR is an essential part of every case. She focuses on conservative dentistry and will plan smiles using digital technology, often moving teeth seamlessly with aligners and then performing additive dentistry. She will whiten with KÖR and then layer composite or porcelain on top.

"Being able to do minimal prep has changed the way I do dentistry. KÖR has been a plus in that regard and a real game changer," she said. "I can't practice without it."

Generating Excitement

In the past, Dr. Bracy shied away from telling patients what results to expect from whitening. Now, he's excited to talk about what's possible.

"KÖR gave us a vision for what we wanted to do with whitening in the office and everyone got on board," he said. "I was able to offer whitening a lot more confidently and do a lot more of it."

There was a time when Dr. Salathe actually felt guilty offering whitening. She never knew if the treatment would work, and even if it did, patients would need more whitening because it didn't last. "You get into a rhythm where, if you don't believe in something, why even offer it?" she said. "My hygienist, assistants, nobody really offered it."

With KÖR, she now has countless

A CASE IN POINT— DR. BRACY

Manhattan dentist Dr. Keith Bracy found that the more he used KÖR Whitening, the better he felt about the outcomes, and the more confident he was recommending whitening to his patients.



This patient had considered many options, including internal bleaching No. 8, veneers, composite bonding, and a resin infiltration treatment. He had consults with many providers and did not know which direction to go. We used the KÖR Ultra system and the patient was very happy with the results. It achieved his esthetic goals of No. 8 blending with the surrounding dentition without any other procedures.

before-and-after photos of happy patients with bright, beautiful smiles that she knows won't fade. That has built up the team's confidence in offering whitening, with many of them brightening their smiles as well.

When Dr. Wehking first began using KÖR, she donated a portion of every whitening case to the AACD's Give Back a Smile program. That

got her team excited about the system from the beginning, and when they started seeing the results, that excitement grew.

Dr. Wehking's team members even had a challenge to see who could get their teeth the whitest. She wanted everyone to experience KÖR so they could easily and enthusiastically talk about it with patients.

"Everyone has a before photo, so they can hold up their before photo and say, 'Look at me now,'" she said. "Instantly, patients can see their results. And it's really impressive for patients to see we all have really white teeth and that the system totally works."

What Makes KÖR Unique

KÖR refrigerates all whitening gels from the time of manufacture until dentists receive them, a process unique to the company—and one that makes a huge difference. Refrigeration stops the breakdown of whitening gels and protects them against the potency-robbing damage of heat during storage and shipping. KÖR gels have the maximum amount of potency when delivered, and will cause the least amount of sensitivity.

For Dr. Bracy, this shows that the team at KÖR is committed to providing dentists with a high-quality product. He knows the gels are fresh and have been maintained under the most optimal storage procedures.

"If you're a dentist who's been

KÖR WHITENING OPTIONS AT A GLANCE

KÖR offers a whitening solution for every case, no matter how challenging.

KÖR Home comes in two versions, KÖR-Night and KÖR-Day, for at-home whitening.

KÖR MAX combines at-home whitening with one in-office visit.

KÖR Ultra includes in-office and at-home nighttime whitening for more difficult cases such as fluorosis and dark geriatric staining.

KÖR Ultra-T includes in-office and 6–8 weeks of at-home nighttime whitening for tetracycline staining once thought to be untreatable.

KÖR MAX, KÖR Ultra, and KÖR Ultra-T whitening solutions feature the company's proprietary Dual-Activated, Tri-Barrel Hydremide Peroxide formulation and delivery system.



practicing any amount of time, you realize some products go bad and you don't always know why," he said. "You have to wonder if maybe it was on a UPS truck in Phoenix in blazing hot weather and that temperature had something to do with it."

The science behind the refrigeration just makes sense, Dr. Wehking said.

"It preserves the potency. Other products have a lot of acidic preservatives, so they have a shelf life," she said. "And that makes people more sensitive when they're bleaching."

Sensitivity hasn't been an issue with KÖR, Dr. Bracy said, but he does tell patients there are ways they can tackle sensitivity if there is.

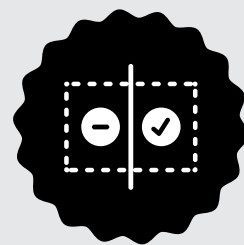
Dr. Wehking also has seen "much less" sensitivity. "A lot of people who have had a ton of sensitivity with other products don't have any, which is really exciting," she noted. "They can get super white if they can whiten every single night."

Customizable Treatment

One of KÖR's strengths is in its customization, Dr. Wehking shared. The system has 4 options: KÖR Home at-home whitening; KÖR MAX, which combines at-home and in-office whitening; KÖR Ultra for tougher cases like fluorosis and dark geriatric staining; and KÖR Ultra-T for tetracycline staining once thought untreatable.

A PRODUCT WITH REAL VALUE

Many dentists don't believe what KÖR can do is possible, simply because they don't know the science and have only seen lackluster results from other systems.



"I had one dentist take a look at a before-and-after picture, roll her eyes and tell the front desk there's no chance that is real," Dr. Wehking said. "Our front desk said, 'Of course it is, because it's our patient and we do this every day. Have you even tried it yet?'"

Dr. Bracy knows colleagues who are hesitant to try the system because they think it's too expensive. Some clinicians prefer to buy the cheapest whitening system possible, but that won't get results. There's real value in KÖR Whitening, and it's something dentists can easily incorporate.

"If you care about offering your patients high-quality services, this is the product for you," he said. "The cost of the system has never been an issue. It's brought real value and production to my office."

"The team knows and I know what we'll use for every patient. You really can't over-whiten somebody," Dr. Wehking said. "We just go for the gusto. You can't overdo it."

Another key advantage of the system is the trays, which Dr. Wehking said fit beautifully, adding "that is as much a part of the success as the whitening gel is." The fit allows the gel to work better.

"I've had people come in and say, 'I already have whitening trays,' and I have to explain the design behind the trays and how important it is that they actually seal around the gum so the bleach

doesn't leak out or get diluted by saliva," she said. "The gel can actually sit against their teeth and give them more consistent results."

The trays are comfortable to sleep in, she said, and patients don't have to deal with the gel bubbling in their mouth all night or tasting it. That, along with the lack of sensitivity, leads to better compliance and enhanced results.

Patients are typically surprised by how easy the experience is and how quickly they start seeing changes. Dr. Salathe has been told by patients that every morning is like Christmas; they get to see how much whiter their teeth became overnight.

"That immediate result gets patients excited," she said. "They're excited every day, and they're seeing that change."

Superior Support

Since he brought KÖR into his practice, Dr. Bracy has learned a lot about the science behind the whitening gels and trays. He's gained a new understanding of how whitening works, and that it can be successful even for the most challenging cases.

ATTRACTING PATIENTS

KÖR's online directory of providers has helped patients find Dr. Bracy's practice. He also put a banner on his site to let patients know he offers KÖR because so many patients seek it out. Patients also learn about his practice via social media and, of course, referrals.

Dr. Wehking has also found KÖR to be a marketable service. "We even made our own video for our website because I feel so strongly about it," she said. "We get patients from that, too."



A CASE IN POINT— DR. SALATHE

Lacking confidence in previous whitening systems, Dr. Olesya Salathe ultimately pursued KÖR Whitening after hearing Dr. John Kois speak about it. In the years since, it has helped her grow her patient base—she estimates that about 95% of patients in her Oregon practice are interested in brightening their smiles.

Here are a few recent cases:



Using KÖR MAX, the shade of the patient's discolored, endodontically treated tooth No. 9 significantly caught up with the surrounding teeth. The patient was very happy with the final result.



This was a standard case with no modifications or additional treatment required. The patient had used at-home bleaching products before with no success. These results were achieved with KÖR MAX.



Our dental assistant, age 20, had just come out of ortho treatment and had never bleached before. These results were achieved with KÖR MAX.

When she was getting started, Dr. Wehking recalls submitting questions and hearing back directly from the founder and developer of KÖR Whitening, Dr. Rod Kurthy, who shared white papers and other resources. "Whitening, in general, is just really misunderstood. Nobody ever learns the science behind it," she said. "KÖR has really great education, so you can actually learn why it's working and why the other products don't."

Dr. Salathe said Dr. Kurthy reached out to her as well, and she lauded KÖR's "ultra-high customer service," noting that it "feels like family."

Dr. Bracy pointed out that the KÖR Community website offers a wealth of information and videos, giving doctors access to everything they

need to know about the system. He also knows he can count on his KÖR rep for support. Thanks to the thorough education provided from the start, he said he's always felt confident customizing the system for each patient and offering a range of price points.

Nothing Comes Close

KÖR is in "a totally different league" than other whitening systems, Dr. Wehking said, noting that it effectively treats both routine cases and the tough ones other dentists might consider impossible.

In fact, Dr. Bracy's favorite cases are those involving tough tetracycline stains—especially in older patients who've had decades of dentistry from multiple clinicians and

were always told nothing could be done. When they're finally offered a solution, they're thrilled. Even after moving away, many still return once a year for their KÖR refill gel. That kind of lasting connection, he said, is proof that KÖR truly made a difference in their lives.

KÖR has elevated Dr. Wehking's reputation and changed how patients perceive her practice, leading to referrals and business growth. The high-quality whitening serves as a gateway to more cosmetic and comprehensive care.

And Dr. Salathe's experience has been similar. "I don't think I've had a single patient not happy with the results," Dr. Salathe said. "I would love to have just one room specifically for KÖR. That would be the dream."

ADDITIONAL RESOURCES

