

# WHITENING SEASON HAS BEGUN

With winter come and gone, it's now time for sun, sand, surf and lots of smiles!

From weddings to graduation ceremonies, beach parties to casual social events, everyone has already shed their winter fur and are coming out to play once again. Thus it has never been a better time to get your patients to consider teeth whitening.

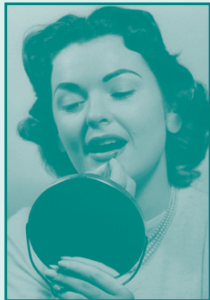
**Not convinced? Here's a few things you should know...**

## DID YOU KNOW....



### 1 *Spring is THE most popular season for couples to get married in Australia?*

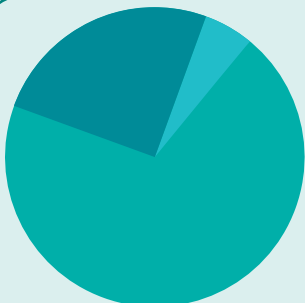
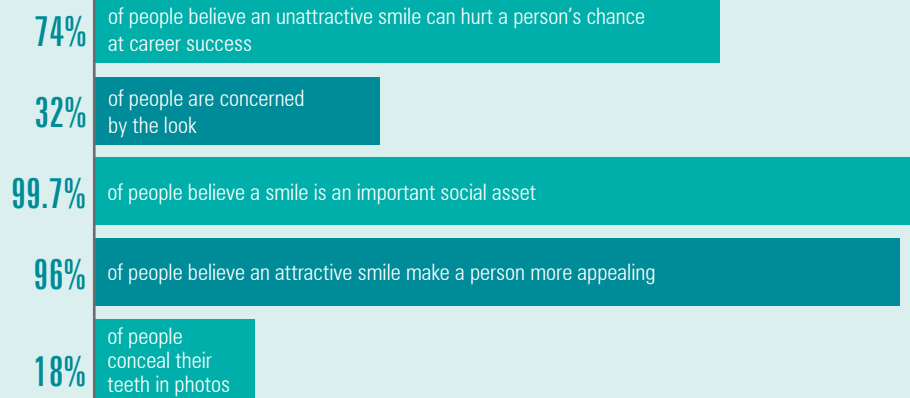
According to the Easy Weddings Annual Survey conducted in 2016, 37% of over 2300+ brides got married over spring. In fact, out of the spring months and the entire year, the survey results showed that October is the most popular month to get married, whilst both April and September being equally as popular.



### 2 *Australians spend a LOT of money on looking good - and no, it's not just women.*

Both Australian Men and Women are spending \$22 billion a year on their appearances, according to a 2016 financial comparison research by Mozo.com.au. Whilst the areas of spend surveyed revolved around expenses like hair colouring, skin care, grooming, manicures and pedicures, it leaves a question we should be asking ourselves – why wouldn't they be spending on improving their healthy white smiles? Or more importantly, how much of that spend can my dental practice take on?

### 3 *Bright healthy white smiles are a huge part of today's social lifestyle. In fact...*



### 4 *A research conducted by the American Academy of Cosmetic Dentistry earlier this year revealed that...*

only up to 10% of patients opt for over-the-counter whitening procedures, whilst 65% of patients have undergone professionally applied tooth whitening procedures and up to 25% of patients use professionally dispensed Tooth Whitening products.