

20th anniversary



Marketing synergy

Optident explains how you can use its White Dental Beauty product and form a brand partnership

Optident was one of the first companies in the industry to introduce brand partnerships with its valued customers, by creating whitening products indicative of both companies' identities. The success of this partnership is even more apparent today, as Optident continues to go from strength to strength.

Brand

The word 'brand' derives from the Old Norse 'brandr' meaning 'to burn' – recalling the practice of producers burning their mark (or brand) onto their products.

The aim is to showcase a company's identity and personality, such as youthfulness, fun or luxury, where today, the consumers buy 'the brand' as well as the product.

Effective branding can result in higher sales of not only one product, but of other products



Luxury brands we know and trust

associated with that brand. If a customer trusts the brand, he or she is more likely to try other products offered by the company.

A brand can therefore become one of the most valuable elements in your business, due to certain qualities or characteristics that make it special.

White Dental Beauty

Optident created the White Dental Beauty brand more than 10 years ago. This umbrella of high quality aesthetic materials was positioned to offer clinicians superior value with excellent results.

The tooth whitening element of this brand



Add your logo to White Dental Beauty pavement boards



grew considerably and since the change in the EU Directive in November 2012, the marketability of White Dental Beauty has opened up huge benefits to its users.

It was a creative decision to engineer stylish packaging that had the added bespoke option of displaying a practice logo, along with rope handled bags, glossy patient literature and a series of practice point-of-sale. This complimentary service has been positively received by our customers and their patients and in many cases has helped generate a growth in sales for the practice.

Marketing support

White Dental Beauty is a trusted brand that is patient facing and modern with a huge emphasis on marketing support.

Dr Komal Suri of Smile Design Dental practice

'Our patients know that we only recommend and use quality products, which is why we choose Optident's bespoke treatments. We have the reassurance of Optident quality and our patients have the reassurance of smile design quality.'

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Display a feather flag outside your practice to capture attention



White Dental Beauty kits come with stylish rope handled bags and refills are displayed in pillow packaging to enhance the purchasing experience

Optident wants to help dentists build their businesses with White Dental Beauty, through its trusted products and creative marketing support.

Marcos White from Courtyard Dental 'Optident's bespoke branding service has helped with our identify with our whitening system whilst strengthening our brand. Patients can sometimes be dubious about whitening products so when they see the kits with our brand and logo I feel they trust the product and service to a greater degree because it's backed up with the Courtyard name.'

Rebecca Haworth, marketing manager at Optident, says: 'Your patients expect you to provide the highest quality dental treatments, outstanding care and an excellent service. Having trust in the products you offer enables you to deliver consistency, reliability and confidence within your practice.'

'White Dental Beauty gels are specifically formulated, packaged and delivered with your patients in mind, ensuring you have everything you need to offer them a successful whitening treatment.'

Not only is White Dental Beauty a strong brand and practice builder, the product is of the highest quality and efficacy. A new addition to the range is the 5% CP Mild with Novon,

this formula has been independently tested and with its adduct, the results have shown the same bleaching effect as a standard 10% CP with less overall sensitivity (Optident, 2014).*

This lower percentage gel has been welcomed by customers since its launch in October 2014 and helps to meet the needs of their patients.

The Optident marketing team has designed the tools you need to help you optimise your whitening success.

The material

Marketing support material includes:

- Patient literature
- Posters
- Bags
- Press release information and images on CD.



Helen James and Paul Hustler of Corn Street Dental Practice

'Our practice is built on trust. We have a great relationship with our patients and only offer treatments that we would be happy to receive ourselves. That is why we use White Dental Beauty from Optident. The results are predictable, the products and packaging are of high quality and because it is co-branded with our logo, we feel we are also strengthening our own practice image.'

Point of sale

- Swing boards featuring your logo
- Pull-up indoor banners featuring your logo
- Feather flags – tooth whitening available here.

Promotional patient videos are also available through Dental Beauty TV, the complete video marketing service that will increase treatment uptake in a simple format that is now conveniently delivered through Software of Excellence.

*Optident studies are currently in progress, for more information contact Optident.

OPTIDENT OFFERS a free, digital design service for the White Dental Beauty bespoke kits. Simply email them your logo as a jpeg and the rest will be done for you.
Email: sales@optident.co.uk
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