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## 8 Ways the Sourire Experience Will Enhance Your Dental Practice

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Dental Spa Cosmetics Inc. is proud to introduce its line of dental spa products specifically designed for unique and caring dental practices by a dedicated team of dentists and cosmetologists. Sourire™ dental cosmetics are an exclusive collection of cosmetics uniquely selected to be compatible with the dental office and treatment procedures so as not to interrupt professional care while at the same time introducing a positive and rewarding personal experience.

As a practicing dentist for over thirty years I have basically seen it all. I used to practice with 14 staff, 4 lab technicians and a whole bunch of stress. Today, I practice with 7 staff, three days a week, have a 7 figure income and also face far less stress each and every day thanks to the Dental Spa Environment. Let me help you create just such an environment in your office. Here are a couple of reasons to get involved today with Dental Spa Cosmetics and Sourire.

**Reason #1: Thankful Patients:** Patients just hate their dental visits. Which would you prefer? A patient that has no real desire to come into your office or one that might even look forward to their next appointment? After practicing for over thirty years I realized that we just had to find a way to attract and keep patients by providing a more rewarding and pleasant environment. The old concepts of a traditional dental office just don't work anymore. Patients expect and truthfully deserve more.

Remember, we're not selling big diamonds to rich women or fast cars to rich men. We're giving injections, cutting teeth, putting goop in their mouths and then asking to be paid for it. What a crazy idea!



Well, in order to create more thankful patients we need to give them what they want. Since women make up the majority of dental visits, let's give them softer skin, a nicer smile, less wrinkles and maybe even fuller lips all at the same time as we treat their teeth. **Let's create Happy, Thankful Patients.**

**Reason #2: More Cooperative Patients:** Imagine you've been sitting for 15 minutes prior to a dental visit listening to a meditation presentation and soft music designed specifically to reduce anxiety. You've just had a moisturizing cream with a smell of spearmint placed gently on your skin by a trained assistant. How would you feel about the next person you see? My guess is a lot better than the traditional patient that walks into a treatment room and is greeted immediately by "Let's see what we're going to do today?"



Selfishly, cooperative, anxiety reduced patients are easier to treat. They don't fidget as much in the chair, don't ask as many questions to slow down treatment, are more open to treatment suggestions and are less likely to cause stress to the dentist and staff.

**Reason #3: Referrals:** **There is no secret to the fact that happy, satisfied patients refer.** Well, it's not a secret to us anyway but it may, however, be a secret to our patients. Just being happy or more importantly satisfied does not insure that patients will refer other patients to your practice. Just being satisfied is not enough today.

Getting patients excited about their dental visit with something new and patient directed will insure conversation at the next family outing, dinner with the boss or a night out with the girls. After practicing for over 30 years as I said, I realized that patients get used to the fact that we are nice guys, have a clean office, maybe even give them coffee and cookies. They start to take it for granted that all offices practice the same way we do and therefore have no reason to go out and boast about their dentist.

Sourire<sup>tm</sup> Cosmetics gives them a reason to boast.

**Reason #4: Staff Bonuses:** Motivating staff has always been a difficult task in most dental offices. Salary just doesn't do it anymore. One way we can help is to provide you with discounts and commissions that you can then pass onto your staff in the form of a Sourire<sup>tm</sup> Bonus. They provide the care, they promote the products and they can benefit from the profits. This can be a "win win" proposition for everyone in the office. Patients are excited, staff is excited and the doctor benefits from increased referrals, increased income and a more stress free office.



**Reason #5: Passive Income:** This is the type of income dentist's really rarely see and that is a shame. After all these years of practicing I realized, and yes I may be a bit slower than most, that working at the chair day in and day out is tough work. If I miss a day, I miss income. If I miss a day, staff still needs to be paid; rent is still due and bills keep on coming in. Wouldn't it be nice to have some money coming in every day that does not rely upon our being in the office every minute of the day?

Dental Spa Cosmetics and Sourire can provide you with just such a form of Passive Income. As a member you not only receive a discount on all Dental Spa Cosmetic Products but you will also receive a substantial commission on all sales from your office to patients, family, friends, business associates and yes, just about anyone you know that wants nicer skin, a smoother complexion and even fuller lips. The more you sell, the more you make and you don't really have to lift a finger. Have a staff member go online to our ordering website, put in your login and password, place your order and the commission is automatic. Nothing could be easier.

**Reason \$6: Uniqueness:** OK. Are all crowns the same? To your patients you bet they are. Your beautiful crown with the perfect margins is nothing different than the guy down the street who charges \$300 less. Then why not go there?

The reason the cliché, "You can tell a book by it's cover" is a cliché is that it is totally true. We do create opinions and make snap judgments by what we see and hear first. Then we may delve deeper into the substance but, often we don't.

Your patients are not different. They look at your office, your staff, your equipment and then make a judgment. Are you worth the extra money you charge for a specific treatment, should they continue to trust you and listen to your treatment suggestions? These decisions are subtle and very often are dependent upon not necessarily how great a dentist you are but the surroundings that the patient is in.

Think about it. When you go to buy a car, do you think all cars are the same? Well, in reality, they all get you where you want to go on four tires, usually with a CD player and more. What makes one car more important to you are the unique features and benefits provided by that particular automobile. The same is true for dental car.

Why not create a unique and different "Cover" for your practice. Dare to be different! Give your patients something to grasp onto that will make them say, "Hey, this doctor is worth it!" Show them that you understand their needs and will go the extra mile to meet them. Show your patients that you really care more about them than you



care about their teeth. **You may treat their teeth, but you must be there for them as people first.**

**Reason #7: Less Stress for You:** Now this is a big one so please pay real attention. As a practicing dentist I know the stress we all live under every day. Nervous, apprehensive patients drain the life out of us even before we pick up a drill. We see their names on the schedule and our hearts skip a beat. We hope, yes, sometimes even pray, that they will cancel.

Does this person look familiar? She is like every patient that enters our offices every day. Let's help her change her life and at the same time make a change in ours. How would you feel if she was your next patient?



Changing a stressed, anxious patient to a willing and accepting one is sometimes a real problem. Now, we won't guarantee that Sourire Cosmetics and the Sourire Stress Management System will cure all ills, but there is one thing for certain, if followed exactly as described, it will lower the stress levels for patients prior to your entering the treatment room. If patients are less stressed so will you be less stressed! Lowering the levels of pressure in the dental office will make a major change in your practice as it did for mine. Less stress means increased production which leads to increased income. Less stress leads to more satisfied patients which leads to increased referrals which means more production and greater income. Get the idea!

**Reason #8: Stress the Cosmetic Aspect of Your Practice Rather Than Pain, Drill and Fill:** How would you rather be known by your patients and their families, friends and business associates? As the dentist that drills, fills and bills or as the really unique office that provides the kind of services patients just never expect but when received appreciate. I think the answer should be obvious.

As the President of Dental Spa Cosmetics I am obviously a bit biased but, and there always is a but, I am sure if you have practiced for more than a day you know as I do that most, if not all, of what I said is true. Dentistry can be tough not only for patients but for the dentist and staff as well. We hope that by providing pleasant, patient oriented and rewarding services we can make the day at the office just a bit better for all.

By now, if you've got this far and hope certainly you have or I just wasted a whole bunch of time typing, you may want to know exactly what Sourire is and how it works. So here goes..

**Join Today.** Go to <http://www.dentalpacosmetics.com> or complete the enclosed form and mail it in the postage paid envelope with your check. It's that easy. Once you're a member just log onto the Dental Spa website at <http://www.dentalpacosmetics.com> and order the products you feel would be of most interest to you and your patients. You can also order a **Sourire™ Assortment** which will provide you with a sample of our most requested products.

Still need more info than read on....

## What is Sourire?

**Sourire is a line of cosmetic products specifically designed by a team of professionals with experience in both dentistry and cosmetology. After years of study, each and every aspect of the dental visit has been evaluated to see where Sourire can make that part of the visit more pleasurable. Each product in the Sourire line specifically targets a moment in the dental visit. Sourire is not just another bottle of cream but rather a system to make your patient's dental visit one to enjoy and remember.**

**Sourire, cosmetics designed specifically for the dental office by Dental Spa Cosmetics,** provides your office with several unique patient and practice opportunities.

By becoming a **Dental Spa Cosmetics Member** you will be able to:

- Provide **skin pleasing services** to your patients while doing dentistry. Our products are all natural and designed to be used before, during and after dental visits to make your patients feel and look better. Dental visits will no longer be something to dread but instead something to look forward to.
- Provide your patients with **a Sample Size** of our line of cosmetics to entice them into participating in your spa program. Add a sample size of one of the Sourire products to your current gift bags to show your patients what is available at their next dental visit. Additionally, they will start talking about this new service with their family, friends and business associates which will lead to more new patients who appreciate this kind of personal care. The kind of patients we all want and deserve.
- Provide your patient the opportunity to purchase **At Home Size** products from our online store where you get credit as an affiliate. Earn extra income without lifting a finger...something really unusual for a dentist.
- Create an online business that will return far more than the cost of the membership and products.

These early enrollment Memberships are limited to the **first 197 dentists** to enroll in either our **Gold, Silver or Bronze** program. Earn extra income, provide a better service, reduce patient anxiety and increase referrals with **Sourire**, cosmetics designed for dentistry.

**Premium Membership** - \$157/month: 20% discount on all products, 20% commission on all sales plus a monthly newsletter, customer service and free gifts.

**Standard Membership** - \$97/month: 15% discount on all products, 15% commission on all sales plus a monthly newsletter, customer service and free gifts.

We provide a FREE turn key operation including product training and all of the necessary marketing materials you will need to be up and running in just a matter of days.

**Stop being just another dental office! Give your patients a chance to really enjoy their next dental visit!**

Cancel at any time. No long term commitment. If we don't perform, we don't deserve your business or your loyalty.

**Become an Affiliate, Earn Extra Income, Enjoy Dentistry Again**

Sincerely,

*Cary H. Ganz DDS*

**PS. Don't Wait. Join today and get a FREE Display Case for your office. Limited to the first 197 dentists to join our Premium Membership.**

**PPS For those of you who join either our Premium or Standard Membership within the next 72 hours we'll also give you a FREE Sourire Stress Management CD. Music specifically designed to make a dental visit a spa experience.**

**PPPS OK. One more additional gift for those of you who join us in the next 24 hours, we'll also give you a FREE Sourire Attaché Case. Good to look at and enough sections to carry just about everything you need for business travel.**

**PPPPS Our Guarantee. If you're not happy cancel at any time and return any unopened items with no hassle. Keep the FREE gifts as our thanks for trying The Sourire™ Experience.**

I'm convinced! Please register me for the following membership. I understand I can cancel at any time for any reason whatsoever just by letting you guys know.

Name: Dr. \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St. \_\_\_\_\_ Zip Code: \_\_\_\_\_ Tel. ( ) - \_\_\_\_\_

Email Address: \_\_\_\_\_

Premium: \$157/mo.  Standard: \$97/mo.

Credit Card: Amex  MC  VISA  DISCOVER

Credit Card No. \_\_\_\_\_ Exp. \_\_\_/\_\_\_

Fax Right Now to 516 741.2257 or go to <http://www.dentalspacosmetics.com> and register!