



pearlbrite™
professional teeth whitening

Marketing Catalog

Prices listed in this catalog are subject to change without notice.

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Customization

As a member of the PearlBrite Team, you have access to very powerful Marketing Materials that are designed specifically for you to promote your new Teeth Whitening Service. Within this catalog you will find eye-catching materials that you can make your own through our Customization Service! You will have a full time Marketing Department working to make sure that you and your business succeed by attracting customers!

Standard Customization 15.00

Standard Customization refers to a basic alteration of any PearlBrite Marketing Material. Standard Customization is a onetime cost to you, and you will not be charged for re-orders of the same file. PearlBrite keeps all customized Marketing Materials for use in the future so you don't pay to customize twice!

Please allow 2-3 business days to receive a proof with Standard Customization.

- *Alter listed company or personal names to any file*
- *Alter listed phone and fax numbers*
- *Add your email address to any template*

Full Design Service 125.00

Our Full Design Service lets you fully customize any PearlBrite Marketing Material to your exact specifications! Full Design includes all options listed under Standard Customization as well in order to make our Marketing Materials truly **your Materials!** The Full Design service is a onetime cost to you and you will not be charged to re-order the same file. PearlBrite keeps all customized Marketing Materials for use in the future so you don't pay to customize twice!

Please allow 5-10 business days to receive a proof when using Full Design Service.

- *Add your company logo directly to any existing template*
- *Alter any text so that your materials say exactly what you wish*
- *Change the position or tone of any graphics*
- *Add special promotions to your materials*
- *Change fonts, typesets, color, and content of any text*

Marketing Suggestions

FIRST AND FOREMOST – LOOK THE PART!

- *Set up your space for success. Make sure the area is clean and inviting*
- *Display the PearlBrite banner at your entrance*
- *Leave PearlBrite postcards at each whitening station*
- *Hang posters in the waiting area*
- *Have a POP or postcard display at the front desk*
- *Don't forget to have our attractive Appointment Cards ready*
- *Place a sign in the front window to draw in additional clientele*

THROW A PARTY!

- *Have an Opening Party to let your clients know about your new PearlBrite system*
- *Add "Whitening Party" to your list of services for bridal showers or pre-prom groups*
- *A great suggestion is a "White Wine, White Cheese, White Teeth" Party*
- *Use holidays such as Mother's Day and Easter as reasons to throw a "Whitening Party"*
- *The light is portable! Offer to throw teeth whitening parties at home*
- *Use PearlBrite for a good cause. Throw a party for the charity of your choice and donate a percentage*
- *Send a mailer to local companies and offer discounts for corporate events. You will be surprised at the number of people who sign up*

LET THE COMMUNITY KNOW.

- *Use the PearlBrite postcards as a mailer to your local community*
- *Leave PearlBrite postcards at gathering places in your community with your contact details*
- *Pin it up at the bulletin board at school, or in the lobby of your apartment building*
- *Update your website with PearlBrite details*
- *Place advertisements in local publications*
- *Send a newsletter out to your client database*

MAKE PARTNERSHIPS THAT MAKE SENSE.

- *Team up with wedding planners and make sure their latest bridal party has pearly whites for the big day*
- *Connect with photographers whose clients want to look their best*
- *Stop by your local "Stop Smoking Clinic" – they are sure to have interested clients*
- *Make phone calls to modeling agencies in your area*

AND MUCH, MUCH MORE...

Let us know how you have incorporated PearlBrite into your space and we might feature your location online! Feel free to submit any successful details to us so we can help everyone succeed!



Business Cards

- Make an Impression with **FULL COLOR** PearlBrite Business Cards.
- Printed on a Sturdy 12pt. C2SCard Stock Paper Aqueous or UV Coated giving it a Glossy Finish.
- Super Fast 48 Hour turnaround with 24 Hour Rush Available!
- Full Color on Both Sides for the Same Low Price!
- Use our Free Templates instead of paying a designer!
- It's a fact that consumers pay more attention to full color, high impact business cards!

Full Color double sided business cards are a great way to show your potential clients that you mean business! Printed in full color on both sides with your choice of Aqueous semi-gloss coating or high gloss UV coating. Have your choice of our available designs for the back of your cards.

** Standard customization is limited to the alteration of text information on the front of the card only. Any other alteration requests are considered Full Design Customization.*



The Shine Crew



Appointment Board



Spa Card Design



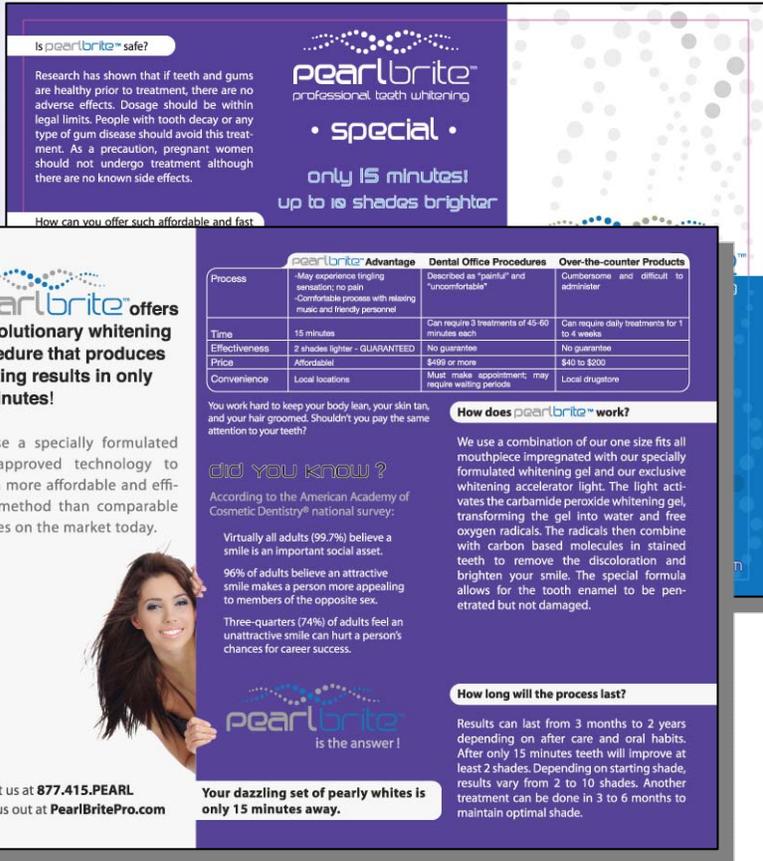
Corporate Design



The Pearl Design

500	1000	2500	5000	10000	15000	20000	25000	30000	35000	40000	45000	50000	100000
\$75	\$115	\$180	\$250	\$320	\$400	\$450	\$505	\$650	\$700	\$745	\$805	\$910	\$950

** Prices shown do not include shipping charges or customization fees.*



Brochures

- Be sure to make an Impression with FULL COLOR Brochures!
- Printed on a gloss coated text weight paper.
- Full Color on Both Sides for the Same Low Price!
- Show your potential customers that extra step with high impact brochures!
- Pay only a fraction of the price you would at any other commercial printer!

FULL COLOR BROCHURES ARE AVAILABLE TO YOU AT WHOLESALE PRICES

Full color brochures are in the forefront of any marketing or information campaign. Tri-Folded, 8.5x11 inch prints are portable, but when unfolded holds a mass amount of information about your new Teeth Whitening Services. These brochures can be customized with the name of your place of business, and any contact information you want!

* Standard Customization is limited to the addition of a contact phone number, and email or website on both sides of the brochure. No alteration of the body of the brochure falls under Standard Customization. Any other alterations to the body of the brochure are subject to Full Design Charge.

500	1000	2500	5000	10000	15000	20000	25000	30000	40000	50000	100000
\$388	\$393	\$412	\$414	\$787	\$1118	\$1325	\$1656	\$2221	\$3332	\$3471	\$4746

* Prices shown do not include shipping charges or customization fees.

Postcards



- Make an Impression with **FULL COLOR Postcards** Printed on a Sturdy 12pt. C2S Card Stock Paper!
- **Aqueous or UV Coated** giving it a Glossy Finish!
- Super Fast 48 Hour turnaround with 24 Hour Rush Available!
- Full Color on Both Sides for the Same Low Price
- Use our Free Templates instead of paying a designer!
- It's a proven fact that consumers pay more attention to full color, high impact postcards!



IF YOU PREFER TO SEND OUT POSTCARDS THROUGH THE MAIL, SIMPLY ASK FOR OUR **POST READY TEMPLATE!** SIMPLY ADD POSTAGE AND MAILING ADDRESS AND SHIP!!

Full color postcards give you the ability to make a statement with not only words, but with a high impact image to get the customer's attention. Statistics show that the average receiver of a postcard views it for 3 seconds before they make a decision on whether or not they are interested in the product you are offering. In full color, you can give them a glossy, impacting image that will force the potential customer to read the information on what you are offering.

This template can be customized with your information for the Standard Design Fee* to be handed out to your clients to promote your Teeth Whitening service.

* Standard Customization is limited to the addition of a contact phone number, and email or website on the back of the Postcard. Any alterations to the front (The Shine Crew) or the text on the back are subject to Full Design Charge.

	1000	2500	5000	10000	15000	20000	25000	30000	50000	100000
4x6	\$125	\$185	\$225	\$368	\$523	\$677	\$798	\$929	\$1500	\$2805
4.25x6	\$133	\$196	\$206	\$391	\$555	\$720	\$848	\$987	\$1593	\$2980
5x7	\$182	\$268	\$283	\$536	\$762	\$988	\$1164	\$1354	\$2187	\$4091
6x9	\$280	\$414	\$436	\$827	\$1176	\$1524	\$1796	\$2090	\$3374	\$6311
6x11	\$294	\$505	\$532	\$1011	\$1437	\$1862	\$2195	\$2554	\$4123	\$7714

* Prices shown do not include shipping charges or customization fees.

Postcard Artwork available



THE SHINE CREW

MOST POPULAR PICK!

LET THE PEARLBRITE SHINE CREW ATTRACT NEW CLIENTS TO YOUR TEETH WHITENING SERVICES!

HOLIDAY CARD

GREET YOUR CLIENTS THIS HOLIDAY SEASON!



WEDDING CARD / HORIZONTAL

NEW TO OUR LINEUP OF ARTWORK!



SPA CARD / HORIZONTAL





Individual single sided posters are great for high traffic areas or outward facing windows to draw in potential clients. Full color and printed on durable high gloss UV paper. The images are sure to pop when you have a full color poster. Order one or order ten! The more you order, the more you save!

Shine Crew Posters are available in 11x17, 18x24, and 24x36.

For orders of more than 10 posters, please contact the Marketing Department for a custom quote.

* Standard customization is limited to the alteration of the name of your place of business, and the alteration of the listed phone number.

	1	2	3	4	5	6	7	8	9	10
11x17 Poster	\$25	\$40	\$50	\$60	\$52	\$55	\$77	\$98	\$101	\$104
18x24 Poster	\$25	\$33	\$58	\$66	\$91	\$115	\$123	\$131	\$156	\$181
24x36 Poster	\$45	\$85	\$150	\$175	\$225	\$256	\$298	\$341	\$383	\$424

* Prices shown do not include shipping charges or customization fees.

ORDER A FEW... ORDER A LOT! THE MORE YOU ORDER, THE MORE YOU SAVE!

Banners



Full color scrim banners are high resolution printed on a durable scrim material that last up to 6 months outdoors!

All banners include grommets so you can hang them with minimal effort!

Pictured left shows both banners available (Left Banner and Right Banner). Banner orders must specify Left or Right, unless ordering multiples.

* Standard Customization is limited to the alteration of the listed phone number and website at the bottom of the banner.

* Prices shown do not include shipping charges or customization fees.

	1	2	3	4	5	6	7	8	9	10
3'x5'	\$75	\$145	\$195	\$255	\$324	\$390	\$450	\$510	\$573	\$639
3'x8'	\$95	\$180	\$270	\$360	\$450	\$540	\$630	\$708	\$798	\$885

RETRACTABLE BANNERS!

Now you can have the same great PearlBrite Banners printed on a **RETRACTABLE ALUMINUM BASE!**

The base comes with an automatic self-rolling mechanism to keep your banner perfectly rolled and protected! Banner extends and is held in place with a lightweight spine for easy setup and pull down!

	1	2	3+
3'x7'	\$300	\$375 ea	\$250 ea

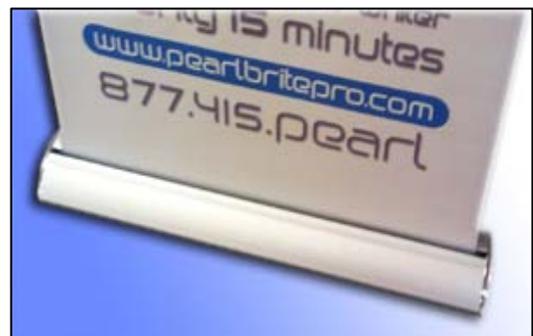


Table Tents



- Printed on 12pt. Card Stock.
- Aqueous semi-gloss or UV high gloss coatings available!
- Folding, scoring, and all finishing included in final price!
- Printed single sided but we can offer double sided for the same low price!
- Super fast turnaround for such a complex printing project!

PLACE NEAR YOUR POINT OF SALE AREA AND CUSTOMERS WILL ASK ABOUT YOUR SERVICES!

Table tents are a great way to market your product or advertise specials where potential clients are forced to look at your teeth whitening service!

When they are placed in strategic locations, the customer will pick up your table tent and read the information in a controlled setting.

Let these PearlBrite table tents promote your Teeth Whitening Service! Place them in high traffic areas!

* Standard customization is limited to the alteration of the name of your place of business and the price listed.

1000	2500	5000	10000	15000	20000	25000	30000	50000	100000
\$525	\$695	\$678	\$1191	\$1601	\$1930	\$2336	\$2686	\$4714	\$8711

* Prices shown do not include shipping charges or customization fees.

Flyers



- Make an Impression with FULL COLOR Promotional Flyers!
- Printed on 100# Text Weight Gloss Paper!
- Economic Flyers
- Full Color on Both Sides for the Same Low Price!
- Great Full Color Flyers for Less Money!

*PACKAGES START AT
LESS THAN \$400.00!*

Flyers are a standard part of everyday marketing, whether it is to announce a new business opening or a beauty salon offering discounts. In the old days, you had to run to Kinko's and run off vanilla copies for hundreds of dollars.

Now with the evolution of off-set printing, you are afforded the opportunity to print full color glossy flyers for a margin of the price you would have paid.

Grass roots campaigns to full on mass promotions; full color flyers will always have their part in marketing!

Take advantage of the PearlBrite Shine Crew to draw attention to your place of business and promote your teeth whitening service!

* Standard customization is limited to the alteration of the text along the top and bottom of The Shine Crew.

	500	1000	2500	5000	10000
Full Page 8.5x11	\$388	\$393	\$413	\$414	\$787
Legal 8.5x14	\$494	\$516	\$524	\$527	\$1054
Tabloid 11x17	\$776	\$810	\$820	\$829	\$1657

* Prices shown do not include shipping charges or customization fees.



Digital Advertisement

- You get the Digital File to use an unlimited amount of times!
- Digital File can also be made Print Ready for use as flyers!
- Advertise to a MASSIVE amount of clients!
- *Smile Girl #5 Shown on left.*

\$50.00 FOR DIGITAL ADVERTISEMENT!

*Now **YOU** CAN REACH CLIENTS VIA THE INTERNET WITH A SLEEK, PROFESSIONAL ADVERTISEMENT MADE SPECIFICALLY FOR YOUR BUSINESS*

The internet is a GREAT source for locating potential clients! Are you taking advantage of this venue?

This fully-customizable Digital Advertisement is a onetime cost to you, and you keep the file! Use it as many times as you like! Let the internet bring clients to your door, phone or email account! Perfect for Craigslist Posts!

Most orders have a 48 hour turnaround! Imagine, in about two days you could be advertising your Teeth Whitening Services to a virtually unlimited amount of potential clients! Feel free to request any of our template via email to get a good look at them before you buy!

*Customization is limited to the alteration of text and the addition of your company logo (if desired). General layout is not subject to alteration.

*New templates are available!
See the next page for more options!*



SMILE GIRL #1

Digital Advertisement ... continued



SMILE GIRL #2



SMILE GIRL #3



SMILE GIRL #4

See the next page for more options!

Digital Advertisement
... continued



SMILE GIRL #5



SMILE GUY



SPA TEMPLATE



WEDDING TEMPLATE

For higher resolution samples, just email us at Marketing@PearlBritePro.com!

Marketing Starter Kit



The PearlBrite Marketing Starter Kit contains everything to get your marketing started quickly! Everything comes pre-printed so your order is filled with no waiting for customization and print time! The Package contains 30 Appointment Cards, 30 Postcards and 5 Double Sided 8.5"x11" posters.

This Marketing Kit is a great way to start promoting your new service right out of the box! Have your clients take our postcards for more information and make appointments and follow ups with our attractive Appointment Cards. Let the Shine Crew attract new clients for you!

* The Marketing Starter Kit is not subject to alteration or customization.

- 30 Appointment Cards
- 30 Postcards
- 5 Letter Sized Posters

*\$18.50 GETS YOU
STARTED RIGHT AWAY*

Other products available

Greeting Cards
Mailing Packages
Pocket Folders
Mega Mailers
Laminates
Tickets (Numbered)
Bookmarks
Rack Cards

Door Hangers
Calendars
Stickers
Lighters
Magnets
Pens
Water Bottles
Bandit Yard Signs
Letterhead & Envelopes

PearlBrite offers all of the above listed materials to help you promote your new Teeth Whitening service! Feel free to contact the Marketing Department for details concerning prices and customization options for these materials!

The possibilities are endless! However you prefer to reach your clients, the PearlBrite Marketing Team can meet your needs!

Remember, if we don't have a particular type of Marketing, we can always design it from scratch for you at a custom quote! Don't hesitate to contact the PearlBrite Marketing Department for any custom materials!

Thank you for taking the time to review our Marketing Catalog. We have put together many options to help your business flourish in the high demand teeth whitening industry. These materials have been tested and proven useful and effective! This saves you time in trying to reinvent the wheel in efforts to generate new business. Call today! Our Marketing Department is on site waiting to help! Your new Marketing Materials could be at your door in less than a week! Call or email today!

SHINE ON!

PEARLBRITE MARKETING DEPARTMENT

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