

# New Technology Challenges the Cost of Smile Makeovers - Without a Dentist

Brighter Image Lab of Dallas/Fort Worth is using state-of-the-art technology to help their clients improve their smiles with new removable dental veneers, and it's all done with no dentist.

Fort Worth based Brighter Image Lab, is using technology to challenge the dental industry by offering more affordable, viable options for smile makeovers to people needing to improve their smile. The product is a removable dental veneer called Press On Veneers or BIL Veneers (named for the lab). These new veneers are designed to snap on over a person's existing smile and the way they're doing it is impressive. This complete process is done with no dentist visit. This precision software technology, CAD digital design platform, 3D micron production printers, and their specially created "lab direct" dental impression system is creative ingenuity at its core. This system allows them the bold advantage of direct access to clients everywhere, without the cost or fear of a dentist office.

For the first time ever dentists are on the sidelines when it comes to removable dental veneers (quickly becoming known as the "no dentist smile makeovers") and

they're not smiling. This technology is so new and the lab direct process is so revolutionary, it's causing the need to be defended against the dental industry. Even the Texas State Board of Dental Examiners isn't sure what to make of the lab direct process being available to clients directly. Director Bil Watson says, "Once people understand that creating removable dental veneers is done using technology and not dentistry, it's a win for consumers."

Until now, improving your smile was a job reserved only for dentists. Dental veneers, dental flippers, dental implants, and even dentures were normally the only choices for a bad smile and only available from a dentist. These new Removable Dental Veneers resulted from the big investment Brighter Image makes in the technology; and it's paying off. "Now by simply ordering a "self impression system" and sending it directly to our lab for processing, a full

smile makeover can be designed for our clients with amazing results", says Bil Watson, Director. "It was a rough start getting the process streamlined. At first, we had complaints and poor reviews but after tweaking the system, we are now the leaders in lab direct smile makeovers."

Imagine a dental veneer that snaps on over existing smiles for teeth that are gapped, broken, discolored, crooked or misaligned. Clients from New York, California, Texas, Florida and all over the world are improving their smiles for thousands less than the expected cost of the dentist. Advanced state-of-the-art technology makes it possible. Before now, designing a dental veneer - that fit so precisely, from an impression model, without the dentist - was unthinkable. Now clients can truly change their smile online and it's all because of advances in technology.

**4x Contouring** Measured in multiple dimensions to ensure an exact fit

**High Quality** Uses the same material as modern dentures

**Ultra Thin** Less than .3mm in places, - almost thinner than a contact lens



**CAD/CAM Design** Each veneer is custom designed with proprietary processing

**3D Printing** Scientific-grade 3 dimensional printers, create with micron accuracy