



**Bright Now! Dental Opens First Office in El Cerrito, CA
Continues Expansion to Meet the Growing Need for Convenient, Affordable Dental Care in California**

Irvine, Calif., (7/8/19) — Smile Brands Inc., one of the nation’s leading providers of business support services to dental groups in the United States, today announced the grand opening of another affiliated [Bright Now! Dental](#) office. The new office will be the company’s first in the El Cerrito community.

Bright Now! Dental is one of the fastest growing dental care providers in California. Patients enjoy the convenient hours, comfortable offices and full-service care they receive at Bright Now! Dental. The newest office provides preventative care and general dentistry, plus specialty care services, such as orthodontics (braces), Invisalign®, oral surgery, periodontics, and endodontics. Located at 11430 San Pablo Avenue, Suite 200, in El Cerrito, the office will be open six days a week including evenings and Saturdays. Bright Now! Dental accepts most major insurance plans, and offers flexible financing options so patients can afford the care they need.

To celebrate the grand opening, the new El Cerrito dental office will offer a special \$29 New Patient Check-Up Package, including exam with oral cancer screening and digital x-rays, and \$100 off dental services over \$300. Opening this new location helps Smile Brands and its affiliated dental groups achieve their mission to provide “Smiles for Everyone”® by bringing affordable dental care to local neighborhoods.

Leading the clinical team in the new Bright Now! Dental office is Dr. Shruti Tandon, DMD. Dr. Tandon has been in practice for several years. She also is actively involved with the Mission of Mercy (USA), International Orphanage and various Senior Living homes to provide dental care to those in need.

“I enjoy getting to know my patients so they can have a positive experience during treatment,” says Dr. Tandon. “I’m also very excited to be partnering with Smile Brands to open this state-of-the-art facility and serve the community of El Cerrito.”

This new office is open Mondays and Fridays from 8am – 5pm, Tuesdays and Thursdays from 9am – 6pm and Wednesdays from 10am – 7pm. To accommodate people’s busy schedules, the office is open on select Saturdays from 8am – 430pm.

Prospective patients can call the new El Cerrito Bright Now! Dental office at 510-253-0049 or toll free at 1-888-BRIGHT-NOW (1-888-274-4486). People can also [visit us online](#) to schedule an appointment at the new El Cerrito location.

About Smile Brands Inc.

Based in Irvine California, Smile Brands Inc. is one of the largest providers of support services to dental groups in the United States. Recently ranked #25 on Glassdoor's 2019 Best Places to Work list, Smile Brands Inc. provides comprehensive business support services through exclusive long term agreements with affiliate dental groups, so dentists can spend more time caring for their patients and less time on the administrative, marketing, and financial aspects of operating a dental practice. Smile Brands supports 400 Bright Now!® Dental, Monarch Dental®, Castle Dental®, A+ Dental Care, OneSmile Dental, Johnson Family Dental, P3 Dental Group, and DecisionOne Dental Partners offices in 17 states, including Arizona, Arkansas, California, Colorado, Florida, Illinois, Indiana, Maryland, Ohio, Oregon, Nevada, Pennsylvania, Tennessee, Texas, Utah, Virginia, and Washington. Smile Brands is a portfolio company of Gryphon Investors, a leading middle-market private equity firm based in San Francisco, CA. For more information, visit www.smilebrands.com.