



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

Irvine, Calif., (7/22/19) — 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. Bright Now! Dental looks forward to providing care from its newest facility in Menifee.

Bright Now! Dental is one of the fastest growing dental care providers in California. Patients benefit from expanded hours, comfortable offices and full-service care. The Menifee office will provide general preventative and restorative dental care, plus specialty care services, such as orthodontics (braces), Invisalign®, oral surgery, periodontics, and endodontics. The new location at 29821 Antelope Valley Road, Suite 106, in Menifee will be open five days a week including evenings and Saturdays. This office 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 Menifee 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 Rachel B. Bui, DDS. Her career in medicine began when she graduated with her Doctor of Dental Surgery degree from the University of Michigan, and recently she has been providing quality care to patients at Bright Now's Temecula location. Dr. Bui has volunteered with the Smiles for Everyone® Foundation, participates with "Give Kids a Smile" and has traveled to Jamaica to provide dental care to people in need.

"I enjoy getting to know my patients so they can have a positive experience during treatment," says Dr. Bui. "I'm thrilled to have the opportunity to partner with Smile Brands to open this state-of-the-art facility and serve the community of Menifee."

This new office is open Mondays and Fridays from 8am – 5pm, Tuesdays from 10am – 7pm and Wednesdays from 9am – 6pm. To accommodate people's busy schedules, the office is open on Saturdays from 7am – 3pm.

Prospective patients can call the new Menifee Bright Now! Dental office at 951-430-3313 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 Menifee 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](http://www.smilebrands.com).