



**Bright Now! Dental opens a new office in Lake Elsinore, CA**  
**Continues Expansion for Need for Convenient, Affordable Dental Care in Southern California**

Irvine, Calif., (12/16/19) — 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, serving the community of Lake Elsinore, California.

Patients will enjoy convenient hours, a comfortable office and full-service care at the new Lake Elsinore location. The newest Bright Now! Dental office provides full-service general dentistry, plus specialty care services, such as orthodontics (braces), Invisalign®, oral surgery, periodontics, endodontics and implants. Located at 18330 Collier Avenue, Suite 102, in Lake Elsinore, the office will be open five 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 Lake Elsinore 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 at the new Bright Now! Dental office is Dr. Jim S. Park. Dr. Park was previously the chief resident at the New York Hospital in Queens and brings his 21 years of dental experience to his patients. He has also participated in two Days of Giving, where he provided free dental care to those in need.

“Patient comfort is the number one priority in my approach as a dentist,” says Dr. Park. “I’m also looking forward to partnering with Smile Brands to open this state-of-the-art facility and serve the community of Lake Elsinore.”

This new office is open on Mondays and Fridays from 8am – 5pm, Tuesdays from 10am – 7pm, Wednesdays from 9am – 6pm and Saturdays from 8am – 4pm.

Prospective patients can call the new Lake Elsinore Bright Now! Dental office at 951-471-7600 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 Lake Elsinore 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. The culture-driven organization is the #1 ranked multi-location healthcare provider on Glassdoor's 2019 Best Places to Work list. Smile Brands 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 440 Bright Now!® Dental, Monarch Dental®, Castle Dental®, A+ Dental Care, OneSmile Dental, Johnson Family Dental, P3 Dental Group, and DecisionOne Dental Partners offices in 18 states, including Arizona, Arkansas, California, Colorado, Florida, Illinois, Indiana, Maryland, Ohio, Oregon, Nevada, Pennsylvania, Tennessee, Texas, Utah, Virginia, Washington and Wisconsin. 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).