



**Smile Brands Expanding in West Florida  
Welcomes Newest Affiliate Gentle Dental of Brandon**

**IRVINE, CALIF. (PRWEB) 12/17/19** - Smile Brands Inc., one of the nation's leading dental support organizations (DSO) providing business support services to more than 440 affiliated offices across 18 states, is pleased to announce its latest partnership with Gentle Dental of Brandon, Florida.

Dr. Hameed Farrokhrooz and his team pride themselves on putting patients at ease. They strive to deliver highly personalized care while providing patients the education they need to make informed dental health decisions, and abundant online feedback shows that they deliver a truly exceptional patient experience. Gentle Dental provides full-service general, cosmetic and restorative dental care, plus, extractions, root canals, implants and Invisalign® and more.

"My team and I are excited by the opportunity to join forces with the Smile Brands," explains Dr. Farrokhrooz. "We look forward to partnering with Smile Brands support services which will allow us to simplify practice administration so we can focus on what we love – delivering great patient care."

The Gentle Dental team will remain with the practice and patients will continue to receive the same great care they've become accustomed to. They will also have access to expanded services and financing options through the Smile Brands partnership.

Smile Brands co-founder and CEO, Steve Bilt is eager to welcome Dr. Farrokhrooz and his team. "We are committed to expanding in West Florida and are thrilled to have found a partner who shares our values and passion for patient advocacy."

**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).