



AlwaysBrite Whitening Forever is a courtesy and a privilege compliments of Smile Esthetics. This program is extended to patients who have proven themselves as individuals who take their oral hygiene and general dental health seriously. We believe it is extremely important to maintain recommended hygiene care appointments and receive necessary dental treatment to maintain a healthy and beautiful smile. In fact, patients who maintain regular hygiene appointments and receive recommended treatment spend less money on dental care (on average) than those who only see the dentist when they perceive a problem exists. All too often, people who wait until there is a problem have irreversible damage to their gums, teeth, and/or jaw.

We pride ourselves on the smiles that leave our practice. We also pride ourselves on knowing our patients are maintaining the best possible oral health. AlwaysBrite Whitening Forever was developed as a free gift for those patients that are already taking their dental health seriously and as an incentive for those who need a little help keeping up with their dental care. Patients will receive custom-made, professional, take-home whitening trays for personal use.

This privilege, while absolutely free, does require some rules, restrictions, and regulations. Below is a brief description of the qualifiers for this program. Please read through them carefully. You will also receive a copy of our Broken Appointment Policy. Please review the policy and sign below, acknowledging receipt and understanding of compliance with said policy. At the same time, AlwaysBrite Whitening Forever is a gift from us to you. We insist that all rules and regulations are followed to receive and continue to receive this benefit. Should any of the rules or regulations fail to be met, you will immediately be disqualified from the program until you have met all the qualifying rules for a minimum of twelve months.

New Patient Activation Rules & Regulations:

1. Must be at least 18 years of age.
2. Must complete initial hygiene cleaning, x-rays, doctor's exam, and re-appoint for six-month recare.
3. Must comply with minimum required dental care as treatment planned by doctor*.
4. After all necessary dental treatment has been completed, the patient will have impressions taken for a professional whitening system.
5. Upon the next appointment, the patient will receive a Professional Teeth whitening package."
6. Must comply with broken appointment policy.
7. Must not have any outstanding bills with Smile Esthetics.

Existing Patient Activation Rules & Regulations:

1. Must be 18 years of age or older.
2. Must comply with minimum required dental care as treatment planned by doctor*.
3. Must comply with broken appointment policy.
4. Must not have any outstanding bills with Smile Esthetics.
5. Must have at least a 6-month history as a patient without any broken appointments.

Lifetime Maintenance Rules & Regulations:

1. Must maintain minimum continued care as treatment is planned and appointed by Smile Esthetics, its doctors, and staff*.
2. Must maintain continued hygiene care (six-month hygiene appointments).
3. Must comply with all Smile Esthetics policies regarding payment and broken appointments.
4. A maximum of one whitening solution refill will be rewarded at each recare appointment or twice annually.
5. Lost or destroyed trays will be replaced at a cost to the patient.

* All patients will receive their whitening package upon completing all necessary dental treatments as determined by the dentist. Should no dental treatment be required to maintain healthy teeth and gums, the total whitening package will be received upon completion of the follow-up visit (typically six months). Minimum gum and tooth health required to receive professional whitening to prevent complications that may arise with unhealthy teeth and gums.

** New patient specials cannot be combined with the AlwaysBrite Promotions. New patients may activate the AlwaysBrite Whitening Forever membership upon their first visit for 50% off our regular whitening fee of \$200 if the doctor determines the patient's mouth is healthy.

Disclaimer: Smile Esthetics, its doctors, and its staff have the right to refuse an offer if deemed necessary based on patient health conditions, misuse, abuse, or any other factor deemed necessary to void the offer.

I _____ hereby certify that I agree to the terms and conditions outlined above. I also acknowledge receipt of Smile Esthetics's Broken Appointment Policy. I understand that AlwaysBrite Whitening Forever is a privilege only bestowed to individuals who meet and maintain all of the rules and regulations pertaining to said program.

Signature: _____ Date: _____