

# NEWS RELEASE

For Release: Immediately  
Contact: [insert name & phone]

[Enclose black & white photo of  
dentist & staff with LumaCool.  
Include a caption.]

## TOOTH WHITENING PROCEDURE OFFERED

[Practice Name] has recently acquired the LumaCool Whitening System, a state-of-the-art technology that whitens teeth in less than an hour. Patients who have had the whitening procedure report that their whiter, brighter smile boosted their self-confidence, improved their looks and made them feel better about themselves. Tooth whitening has become one of the most requested dental procedures. As people age, their teeth tend to darken and yellow, particularly if they use tobacco, drink coffee, red wine or tea, or take medications. This process is nearly impossible to reverse without professional help.

[Practice Name] decided to offer the LumaCool procedure as an additional service for patients who would like whiter, brighter smiles. Unlike do-it-yourself products that involve wearing gel-filled trays for several hours at a time, the LumaCool process takes less than an hour. It uses a special light to activate the whitening solution, which results in a much whiter, brighter smile. The procedure has been thoroughly studied and safety-tested. The entire process is supervised by a qualified staff member. The procedure is easy and painless.

Those interested in learning more about this new tooth whitening procedure or wanting to schedule an appointment with [Practice Name] should call [phone number & hours].

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