

It was only a matter of time before it would happen. We were all entranced by it, envious of it, enthused over it, but now we have it – right here in the UK. What's more, it's much more affordable than it was to our Hollywood counterparts and even better, you can be a part of it. We are, of course, talking about that drop-dead gorgeous dazzling whiter smile. A smile which, until recently, has been elusive in this part of the world for a number of reasons.

Cash in on the Teeth Whitening trend

Open any newspaper or magazine these days and you'll be bombarded by features on the latest teeth whitening phenomenon which has finally crossed the Atlantic to become one of the fastest growing sectors in the UK: currently valued at £600m and growing at a rate faster than you can say 'greased whitening'! Pioneering this revolution in the UK are an entrepreneurial couple from Glasgow, Lynn and Dean Menzies, and well known Mancunian businessman, Mark Smith, the former owner of SunQuest, the largest UK manufacturer and supplier of sunbeds to an international market.

As a keen observer of people, Dean noticed during a spell working in Beverley Hills, that everyone seemed to have a defiantly dangerous set of pearly whites. Upon investigation, he

discovered that nature was not to blame. Rather it was down to the skilful work of the cosmetic dental surgeon. This got him thinking: anything the Yanks can do, we can do better, and that motivated him to return home to Glasgow and embark on a gruelling post graduate MBA course at Glasgow University.

He based his thesis on the 'Impact of American Business Trends in the UK Market', but he really only had one trend in mind – the burgeoning teeth whitening market! If you'll pardon the

pun, he set out tooth and nail to embark on an intensive market research survey and quickly identified there was indeed a gap in the market for laser teeth whitening which was not currently being exploited.

Cosmetic not Dental

Having established that teeth whitening was actually a cosmetic rather than a dental procedure, in 2003, he decided to test his theory by opening his first LaserBrite™ Teeth Whitening Spa in a prime High Street site in the

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trendy west end of Glasgow. 'My original intention was to pilot and perfect the idea, and then roll out Teeth Whitening Spas across the UK', says Dean. The trouble was that the laser machines he was using had been imported from the US and hardly a month went by without down-time caused by breakdowns and tardy delivery of vital consumables. 'This got me thinking that if the machines could be manufactured in the UK, these irritating problems would be eradicated, so the business has diversified somewhat since then!' he continues.

Dean's wife, Lynn, had worked in the beauty industry for years, latterly

training tanning salon staff in operational procedures, health and safety issues and the importance of using protective skin care products. She knew Mark Smith had an excellent reputation in the industry, so the couple decided to approach Mark with their idea to manufacture Laser Teeth Whitening Systems in the UK, and simultaneously, SmileQuest was set up. Initially the idea was to retail the machines to the Beauty Industry and to Dentists. However, it became apparent that if the systems were ergonomic in design, compact, mobile and lightweight, these teeth whitening systems would not only revolutionise

the whitening process, they would promote business growth by providing the vital tool for those wishing to set up a mobile teeth whitening enterprise.

The machine

Working with SmileQuest's team of designers and Dental Director, Dr Stephen McAtamney B.D.S, a prototype Laser Teeth Whitening machine was produced. Basically, the machine activates a gel which whitens the teeth – only very much faster. Over the last three years, the machine has been tried, tested and refined in the LaserBrite™ Spa, with the fully portable version making its debut in March 2005.

Great margins

As well as a low risk lucrative business idea, the SmileQuest system provides existing beauty and tanning salon owners the opportunity to cash in on the teeth whitening trend, by offering the service in your own salon. The portability of the machine means you have flexibility as to where and when you treat clients. Nor does it come under the legislative directives of the National Care Standards, so you can simply lease purchase the SmileQuest system from only £17 per day and start



giving treatments. Consider that the average 10 minute treatment is £99 (£396 for a full hour - which can result in teeth being up to ten shades whiter), it's a minimum investment with a maximum return.

Free Training

The package includes free comprehensive training at one of the regional training centres in Glasgow, Manchester or London. After a two day residential course, conducted by a SmileQuest Dentist, you graduate as a fully qualified 'Smile Therapist' and from that point on, the rest is up to you! On-going support is always available as the SmileQuest helpline is on hand to answer any questions you may have, and full marketing support comes as standard.

Smile Therapist Elaine Hargreaves from Manchester says she is absolutely delighted with her new business:



'I made £3,376 in one day and over £15,000 in 7 weeks after receiving my training and equipment. The demand has been phenomenal.' If this sounds too good to be true, examine the results for yourself by visiting the SmileQuest stand at any of the major beauty exhibitions throughout the UK and Europe.



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