



Join Our Team of
Brighter Image® Authorized
Professional Teeth Whitening Dealers
The Perfect Service to Make A Lot of Money!

If you're looking for a new way to start making money now! You should consider becoming a Brighter Image professional teeth whitening dealer.

Here are a few top reasons to join our team today.

- Teeth Whitening is in high demand and easy to sell
- We have a marketing system that works and helps you start making sales your first week.
- We provide protected territories and live sales support 24 hours a day that allows you to make sales even when you're not available.
- Live internet website that converts clients for you 24 hours a day.
- You'll average almost \$100 profit per client
- Award Winning Marketing and Sales Material

We provide our dealers training and support in the following area:

- How to Master Product Knowledge
- How to Call on Salon and Day Spas
- How to Develop Daily Retail Sales
- How to Develop Internet and Online Sales
- How to Develop a Market Area Independently
- How to sell a personalized service on the phone or in person - *70% of sales are from clients calling back*
- How to Call On Corp Accounts for volume deals
- How to Generate Leads and make the phone ring
- How to work from home and set your own hours



Our Dealers Start Making Sales Right Away - We provide you training that explains how to develop and market your territory – includes how to make sales, product knowledge and all sorts of marketing templates for your business cards, flyers, invoices and brochures. Our dealers start with training, marketing materials and opening inventory. Then we define a territory that becomes your sales area. This way you're paid for sales that are made directly online. Getting started is generally quick – because think about it, in most cases you already know who is going to be your first 6 or 12 new clients. Generally our Dealer Reps say " my mom and sister are going to buy 2, then 3 people in the building say that they will buy a system and 2 people at the gym".. It's that easy and all the sudden you're making profit.



*Brighter Image has been a great home business for us.
Diann and Derick, USA.*

Our System Makes Our Dealers Successful – Working from home – Our Dealer Program lets you make real profit. Being a Brighter Image dealer that sells to Salons and Day Spas as well as marketing to retail clients online and offline in your community, plus all you have to do is sell your clients and we do the lab work – we help you with your customer support - you make the profit. Think about all the people you know that would love to have whiter teeth and that would rather buy from you than pay a cosmetic dentist.

Our Dealers Generate Real Profit - You average \$100 + profit for every client you sell. You do the math: just 2 clients per day makes you over \$50,000 a year and 4 clients per day make over \$100,000 a year.

Our Dealer Program is Proven - Our 12 year track record of success comes from delivering what appearance-conscious customers want. With more than 300,000 clients in 10 countries and 100's of markets, we are the established, most recognized market leader in "Lab Direct Professional Teeth Whitening". Brighter Image founders developed the "Lab Direct" Teeth Whitening process and our **Hi-Intensity Bleaching Gels** and **Custom Fitted Bleaching Trays** that have proven to be unbeatable in long term dramatic professional results. Over the last 12 years we know what it takes to help you get started off right with training and support to grow and become successful.

All you need to get started today is : a home office, dealer training a start-up opening inventory, business cards, cell phone and marketing flyers to start getting the word out, in no time clients will start calling or placing orders on the internet for you.



www.professionalteethwhitening.com or www.teethwhitening.net

Above are visit a few of our existing sites you can go see...

Our Unique Business Formula makes it easier for our Dealer to be successful.

Hi- margins - Make about \$100 + each client you sell. As a Brighter Image Dealer your system cost is about 25% or less and generally retails for \$129 to \$149 (not including clients reorders for additional bleaching gel).

Hi- Volume - 2 to 4 clients per day generates \$50k to \$100K in profit per year. Affordable Professional Teeth Whitening Service is in high demand.

Hi- Cash Flow - Your clients pay you directly upfront in when they receive there systems. Our dealers see their profit at every sale. Daily

Low Cost of Inventory and Freedom to Made Deals - As a Brighter Image Dealer your system cost is about 25% or less and generally retails for \$129 to \$149. You decide your selling cost and set your prices. (Plus you also profits from client reorders for additional bleaching gel).

Amazing Internet Website that Works with 24 Hour Dealer Sales and Support - We have the #1 proven teeth whitening site that's converted over 300,000 clients online. When client call our toll free lines or orders on the internet in your territory the sales is yours. This allows clients to buy from you anytime.

2 Profit Centers, Retail & Wholesale - Make Money from both retail and wholesale clients. You can sell directly to retail client in your area and also build a list of wholesale accounts in areas such as salons and day spas.

PLUS: This Business is not time or location sensitive! Most all of your clients will call you on your phone to order. You can takes these orders from any location. You get to choose the hours you want to work.



We have marketing materials ready for you to start now - Business cards, flyers, yard signs, salon displays, counter cards, salon banners, brochures and much more...

A promotional advertisement for Professional Teeth Whitening. At the top, it says 'Nationally Rated #1' and '\$99 Teeth Whitening 7 shades whiter in 1 day..'. Below this are two side-by-side photos of a person's teeth, showing a transition from yellowish to bright white. The text reads: 'New Hi-Intensity Professional Strength Bleaching Gel Nothing Gets Teeth Whiter Longer, Not Even Laser, We Absolutely Guarantee It..'. Pricing is listed as '\$99 for 6 Syringes, \$149 for 12 Syringes' with 'FREE Custom Fitted Bleaching Trays' and '24-48 Hour Delivery Available'. It also states 'Lab Direct - No Dentist Visit - Save 70%'. A phone number '1.877.71WHITE (1.877.719.4483)' is prominently displayed. The website 'TeethWhitening.net' is at the bottom, with a tagline 'Professional Teeth Whitening is all we do...' and 'Open every day Over 100,000 clients since 1997'.

How do Brighter Image Dealers make money? - Plain and simple, buy low and sell high. Our dealers purchase systems at flat cost per client, and then resell the system/service to clients for an average of **\$129 to \$149** plus future reorders. As a rule you can estimate an average of 4 to 1, cost or \$25 per \$100 in sales. (**OUR CONFIDENTIAL PRICING IS ONLY DISCLOSED TO QUALIFIED APPLICANT-S see below.**)

PLUS WHOLESALE ACCOUNTS: Our goal is for our dealers to develop wholesale accounts from local salons and day spas. Building a solid wholesale business creates long term recurring monthly revenue. Salons are a great way to develop a market.

PLUS RECURRING REVENUE FROM BLEACHING GEL REORDERS: From there you also have to consider client reorders for additional maintenance bleaching gel. After the initial bleaching process the client will continue to order additional bleaching gel to maintain the brightest white smile possible. This translates into additional recurring revenue. Our distributors pay **\$2.00** for each additional syringe of maintenance bleaching gels. The average retail cost to the client is **\$19.50 to \$12.50** per syringe. This cost is still competitive and generally beats the local dentist by about a 50% savings and does not require an additional visit to the dentist office.

WHO IS BRIGHTER IMAGE PROFESSIONAL TEETH WHITENING

Brighter Image®- We've been a national dental lab since 1997 that was specifically designed to only do professional teeth whitening. With recent technology, we've designed a special "Lab Direct" process which allows our dealers to market **Brighter Image®** Lab Direct Professional Teeth Whitening Services directly to clients with no dental visit. Our system allows consumers the unique advantage to have their teeth professionally whitened without going to a dentist office. Our market advantage is that we've made professional teeth whitening *affordable, convenient and now easier than ever.*



Custom Fitted Bleaching Tray with our Lab Direct Process

How does the process work?-Our process allows clients to make their own impressions and return the trays directly to our dental lab for processing their custom fitted bleaching trays. This process allows our Dist. to focus more on selling PTW in volume thru a retail Internet site and wholesale accounts. Brighter Image dental lab provides the lab processing service; the clients receive a substantial discount over going to a dentist, and our Dist. to makes a great profit for their efforts. Our Goal is to establish a national chain of successful Brighter Image® Authorized Dist.



Do All Dealers Develop Both Retail and Wholesale? -

We do have dealers that work mainly to build just a wholesale business or just retail business without developing the other side. Our system allows the dealer to be successful by focusing on either side or both. That's one of the real advantages of being home based with low overhead.



WHAT KIND OF TRAINING AND SUPPORT WILL I RECEIVE?

We provide you with comprehensive marketing and sales training that outlines the structure and philosophies contained in the Brighter Image® Marketing System. The basis of your training will cover such topics as:

- * Full Internet Site with Marketing Strategies
- * Exclusive Selling Features Techniques
- * Developing Wholesale Sub Accounts
- * Comprehensive Sales Training
- * Complete Product Knowledge & Information

We will begin your support training several days before you start marketing. We want you making money as soon as possible, with the best training to assure you the best possible start as a *Brighter Image®* Professional Teeth Whitening Authorized Dealer.

Our strategy is to put you on top. We can do this by offering you the opportunity to make a compelling profit from marketing a truly sophisticated Professional Teeth Whitening Lab Direct Service as your primary income. As you investigate the *Brighter Image®* Authorized Distributor Program more, we believe that you will find there is not a better business with more opportunity for a lower start-up cost anywhere! As a *Brighter Image®* Professional Teeth Whitening Authorized Distributor, you will receive:



Authorized Dealer Manuals

- *Protected Territory
- *Complete marketing material
- *Lowest fixed flat rate pricing*
- *An Internet website and 24 hour sales support
- *Comprehensive training system
- *Continuous assistance



What about competition ?-This is usually an initial concern for some potential dealers however, by comparison, there are virtually no other companies offering a true Professional Teeth Whitening System, services or training, other than cosmetic dentists. The Brighter Image® Professional Teeth Whitening System is the exact same system used by cosmetic dentists but offered for hundreds of dollars less. Only Brighter Image® is currently making Professional Teeth Whitening Systems available to the non-dental industry. Other typical companies do not possess the professional quality or have a selling and marketing system that comes close to our professional marketing image & web design. This strategy is essential to our ability to convert clients in each market. There is great demand for our service - everyone wants to have his or her brightest whitest teeth ever - and now you can offer it for hundreds less than most cosmetic dentists! This makes most everyone a potential customer. Again, this is why we offer authorized dealers on a restricted basis - to protect our dealers' profit potential.

What is the Brighter Image Business Strategy - Today's economy is fast changing and competitive. Our Goal is to stay focused on making profit and keeping overhead cost low is key. The true profits are going to those who have an obsessive focus on profits, value and superior customer service. Putting profit in relation to the business does not make the value or customer service any less important. It just makes sense of why we're so dedicated to being the best. Our marketing system with Internet sales, support and wholesale development has been specifically designed to challenge the industry standards and our allow our dealers to eliminate every unnecessary obstacle between customers and profits .Our unique lab direct process allow us to deliver true customer service conveniently, consistently and seamlessly. Our strategy is to target and grow business where it's needed most, retail and wholesale. Developing the most professional image and operating with the lowest possible overhead, this will enable us to stand-alone from even the strongest competitors.



Make \$1200 per case

What is the cost of becoming a Brighter Image Dealer? -The initial cost of becoming a Brighter Image authorized dealer varies by market size, availability and varies from market to market based on training & opening inventory. Your exact distributor cost is disclosed once the area is defined after we receive your application for acceptance.

What is BRIGHTER IMAGE looking for in a Dealer? - It's important that we choose the most qualified individuals to develop each market area. We look for persons with a strong professional presence and character for both retail and wholesale development. Individuals who demonstrate the ability to be committed, long term, to building relationships with first direct consumers, then local salons, day spas and even sub dealers. Every distributor, in each market, is a reflection of Brighter Image as a company brand. In short, we are looking for people with strong persistence and the enthusiastic communication skills necessary to



build a profitable market. These individuals can capitalize on the real advantages of providing the Brighter Image Lab Direct Service as the future of professional teeth whitening.

Dealers like Jane Pennington, a mother of 5 that started out of her home with us in 2003 and is still going today.

INTERESTED in becoming a Brighter Image Professional Teeth Whitening Dealer. WHAT IS MY NEXT STEP?

This information was provided to give you some general information about us. Below is an Application for Acceptance. NOTHING HAPPENS UNTIL YOU PROVIDE US SOME INFORMATION ABOUT YOU... Please fill it out and EMAIL OR FAX it back to our corporate office at INFO@71WHITE.com - 1.817.207.8205. By sending in this application, you are ONLY telling us that you are interested and want to talk further. A representative will contact you to discuss future options and details. If you have any other questions or comments, please call our toll free number **1(888) 257-2455**. We look forward to hearing from you soon.



CONFIDENTIAL APPLICATION FOR ACCEPTANCE

This form is not a contract and does not obligate you or MSC.DEV.INC. in any way. We want to know as much as possible about you. This preliminary guide will help us evaluate your qualifications. Please answer all questions.

PERSONAL INFORMATION

Date: _____

Name: _____ Home Phone: (____) _____

Address: _____ Spouse's Name: _____

City, State, Zip: _____ How Long at _____ Own
This Address: _____ Rent

Office Phone: (____) _____ Soc. Sec. # _____ Date of Birth: _____

Sex: _____ Male _____ Female Marital Status: _____ No. of Dependents: _____

Have you ever been self-employed? _____ If yes, explain: _____

Have you ever declared bankruptcy? _____ If yes, explain: _____

Have you ever been convicted of a felony or misdemeanor involving moral turpitude? Yes _____ or NO _____

If so, please explain: _____

Are you currently a party to any pending legal action? _____ If yes, explain: _____

Employment during last 10 years (List present or last job first)

Employer: _____ Salary: _____ From: _____ To: _____

Employer: _____ Salary: _____ From: _____ To: _____

Employer: _____ Salary: _____ From: _____ To: _____

Employer: _____ Salary: _____ From: _____ To: _____

REFERENCES (Please list accurate phone numbers for references)

Bank (personal): _____ Contact: _____

City/State/Zip: _____ Phone: (____) _____

Character References:

Name: _____ Phone: (____) _____

City/State/Zip: _____ Years Known: _____

Name: _____ Phone: (____) _____

City/State/Zip: _____ Years Known: _____

Name: _____ Phone: (____) _____

City/State/Zip: _____ Years Known: _____

1. What area are you interested in? 1st _____ 2nd _____
2. How did you hear about our business opportunity? _____

3. Will you be an Owner-Operator actually doing the work or an investor? _____
4. Do you currently own any other businesses? _____
5. Do you have any previous marketing or sales experience? _____
If so, what type? _____ How Long? _____
6. Will you devote full time to this business? _____ If not, what percentage of time? _____
7. Will your spouse be active in The Brighter Image business? _____
8. If yes, what functions will your spouse perform? _____
9. When will you be available to start the business? _____
10. Do you have investor-associates in this venture (include relatives)? _____

Please Rate Yourself as Candidly As Possible **Above Average** **Average** **Below Average**

My ability to communicate with business owners is	_____	_____	_____
My ability to work independently	_____	_____	_____
My ability to complete any task with quality work	_____	_____	_____
My willingness to cooperate with the guidance of others	_____	_____	_____

11. How will you finance this investment? _____ Cash _____ Loan _____ Collateral
12. How much of the total investment will come from your own capital? _____
13. Do you understand that the success of Brighter Image business is primarily your responsibility? _____
14. Please describe why you believe that you have the character to be successful as a Brighter Image PTW distributor.

FINANCIAL QUALIFICATION REPORT

Because this business requires a substantial cash investment, it is necessary to establish your net worth. In order to properly evaluate your application, we request that you fill out this form as accurately and completely as possible. This information will be held in absolute confidence and does not obligate either party.

Name: _____	Date: _____
I make the following statement of my assets and liabilities as of the _____ day of _____, 20__.	

Cash	\$	Notes Payable to Banks	\$
Accounts and Loans Receivable		Notes Payable to Others	
Life Insurance, Cash Surrender Value			
Stocks and Bonds		Accounts Payable	
Real Estate		Mortgages Payable	
Automobiles (Registered in own name)		Other Liabilities (Itemized)	
Other Assets (Itemized)		Total Liabilities: (B)	
		NET WORTH: (A - B)	
Total Assets: (A)	\$	Total Liabilities & Net Worth:	\$

READ COMPLETELY AND SIGN BELOW:

The undersigned hereby certifies that the information contained herein is true and factual to the best of my knowledge. I understand that MCS DEV.INC may obtain other investigative reports regarding my character, financial stability and personal characteristics, and may contact any person named in this form; however, my present employer will not be contacted until my permission is secured. I understand that MCS. DEV. INC. will keep this information confidential."

APPLICANT'S SIGNATURE: _____ Date: _____

Please return by Fax to 1-817.207.8205 or by Email INFO@71WHITE.COM.att: MSC. DEV. INC
The Park Hill Building- 2433 S. University Drive - Fort Worth, Texas 76109