

Headlines

COSMETIC / ADULT / FAMILY HEADLINE:

Smile like a Star

BODY COPY:

You have seen miraculous smile makeovers on TV. Now that same laser technology can transform your smile with fewer shots & less anesthesia. Are you ready to smile like a star?

PEDIATRIC / FAMILY HEADLINE:

How cool is your dentist?

(Not as cool as my Waterlase Dentist)

BODY COPY:

My dentist uses the new Waterlase dental laser to treat my teeth without a drill, and with fewer shots and less anesthesia. That means less time in the dental chair & more time practicing my cannon ball.

SENIOR CITIZEN / ADULT / FAMILY HEADLINE:

Relax, you're with a Waterlase Dentist

BODY COPY:

The Waterlase laser lets us do a wide range of dental work with fewer shots & less anesthesia. There's less chance of drug interactions, and more chance you'll love going to the dentist.

FAMILY / PEDIATRIC HEADLINE:

Your family deserves the best

BODY COPY:

Your Waterlase dentist can perform many traditional dental procedures with fewer shots and less anesthesia. That means a new level of comfort and satisfaction for the entire family. Just think about all the hugs you'll get!

Copy & Bullet Points

The Waterlase Dental Laser compared to a traditional dental drill

- Save Time - Procedures that once took several appointments to complete, such as multiple fillings, can now be finished in just one visit
- Fewer Shots - Many procedures, including children's cavity preparations, do not require shots



- Less Anesthesia - Children typically experience less post-op discomfort and require less pain medication

Highlights of Waterlase Dentistry

- HydroPhotonics™ - Water and laser technology that is less traumatic than the drill
- Efficiency - Procedures that once took several appointments can now be finished in one visit
- Accuracy - Experience less post-op discomfort & require less pain medication

Advantages of Waterlase Dentistry over traditional dentistry

- Multiple cavity preparations in just one visit
- Children's cavity preparations without a shot (in most cases)
- Treatment of canker sores, herpetic and aphthous ulcers
- Less post-op discomfort with less pain medication