

SALUTE TO EXCELLENCE



STYLES AND SMILES IN SASKATOON

"I figured if it worked on my sensitive teeth, it would work on anybody's," laughs Karen Turner, owner-operator of WhiteHot Smile. The company's innovative teeth whitening method turns teeth two to five shades whiter in only twenty minutes – painlessly.

Special LED lights work with a pure carbamide hydrogen peroxide solution to brighten and lighten your teeth. And WhiteHot Smiles offers their service for just \$129 – cheaper than a year of Crest White Strips -- so now anyone can afford to improve their smile. "The easiest way to take 10 years off your looks is to whiten your teeth," explains Turner. The best part of the job, though, she says, is seeing the transformation in her clients' confidence. "People who have always been ashamed of their discoloured smiles are smiling again. It feels great to help."

WhiteHot Smile made a guest appearance at popular Saskatoon boutique Dena's recently. The ladies' clothing store on 21st has been around for 30 years, and has been putting customers first since day one. "It's a fun atmosphere, where customer service is the main focus," says owner Joan

Cline. "We thought WhiteHot Smile would be a perfect fit to offer our clients something special." Among designer fashions from Hugo Boss, Guess, and more, Turner provided teeth-whitening service right in the store-front window. "It was a positive experience for everyone," Cline says.

For more information about WhiteHot Smile and Dena's, visit them online at whitehotsmileteethwhiteneingsaskatchewan.com and shopinsaskatoon.com

Dena's on 21st
WHITEHOT
SMILE

5 - 105 - 21st Street East Saskatoon 373-6966