

## Teeth Whitening with fläsh: How Our Team Benefits from a Professional System

By Germán Gómez DDS, MD, PhD

---

### 1. Introduction

Teeth whitening has become one of the most popular aesthetic treatments in modern dentistry. In my practice, we have come to see that whitening is not just about having a brighter smile; it also boosts patient confidence and trust in our clinic's comprehensive care. However, offering a whitening service means more than simply having the right equipment. For me, it is vital to have a system that I, as the dentist, and my entire dental team can fully rely on.

Being active in Home- and In-Office bleaching since 1998, we have seen and used a lot of systems during these years. I was first introduced to the **fläsh professional whitening system**, after even being Key Opinion Leader for some of these systems on an international level. At that point, I was looking for consistency, ease of use, and reliable results. fläsh surpassed my expectations by providing excellent whitening outcomes for a wide range of patients—from those with mild surface discolorations to those with deeper, long-standing stains. As it offers an advanced, clinically proven whitening solution with an optimized gel formula designed for maximum efficacy and minimal sensitivity. The high-quality engineering behind the system ensures a controlled, comfortable experience for both patients and professionals. As soon as my team and I started using fläsh, we felt confident that we had a system we could truly trust.

---

### 2. Efficiency and User-Friendliness of the fläsh System

One reason fläsh stands out is its **user-friendly design**. Setting up the system is straightforward, and the intuitive controls mean my dental assistants can integrate it into our daily workflow without any stress. The pre-programmed settings allow for a seamless and predictable procedure, reducing any room for error and ensuring consistency. This smooth integration helps us schedule procedures more efficiently—even on busy days—because we can trust that the setup and operation will run smoothly.

Moreover, the **results are consistent**. In dentistry, especially with cosmetic procedures, our professional reputation depends on delivering what we promise. With fläsh, we do not have to merely hope for good results; we can expect them. Patients often leave the

appointment pleasantly surprised at how effectively the treatment works. The powerful yet gentle formula provides optimal whitening while protecting enamel, allowing patients to achieve remarkable results in a safe and controlled manner. For example, one patient who had tried at-home kits in other clinics with disappointing outcomes was amazed to see visible improvements after just one in-office fläsh session.



Their delighted reaction reminded us why having a dependable whitening system is so important for both patient satisfaction and team morale. Our team wins confidence in offering a whitening treatment to any patient, as it knows, that they will succeed in improving the shade of the patients' teeth. This confidence translates into more whitening procedures performed in our clinic. And this also leads to more comprehensive esthetic treatments as a result of the good results achieved in tooth whitening's.

---

### 3. Patient Communication and Education

One key factor in ensuring successful whitening treatments is **clear patient communication**. fläsh provides **patient flyers** that help explain how whitening works, including situations like single-tooth whitening or teeth with restorations. These materials are extremely helpful during consultation discussions because they simplify complex topics. Our patients feel more relaxed and informed when they see visuals and straightforward explanations of the procedure, and they appreciate the clarity, as the structured information allows them to make informed decisions without feeling overwhelmed.

When patients understand the whitening process—how stains are removed, how certain teeth might respond differently, and what to

expect after the treatment—they feel more in control and assured that they are making the right choice. This transparency greatly increases their confidence in our services and in the fläsh system itself.



These flyers also give the dentist, hygienist or staff member, who perform the consultation, a guideline on how to explain the whitening procedure, where to start and what to expect. Having these structured materials at hand reinforces the professionalism of our clinic, ensuring that patients feel supported and well-informed throughout the entire process. This reinforces the team in their task of communicating the whitening options to the patients. They don't start to discuss the procedure out of the blue with no clear pathway,



but follow naturally the information already provided in the flyers.

#### 4. Importance of Team Involvement and Training

In my experience, the best dental outcomes occur when the entire practice team is fully involved. We made sure that all our staff members received **comprehensive training** with fläsh, covering the technical aspects of operation, safety protocols, and patient communication strategies. A confident, well-informed team can address any patient concerns more effectively, making the whitening appointment comfortable and even enjoyable.



Additionally, of course, all of our staff members undergo the whole procedure, in order to be able to explain out of their own experience how everything feels and what to expect during the treatment. This also gives them the bright and white smile they have to have, to be a role-model for the patient and show the results in their own teeth. This hands-on experience ensures that they can provide genuine, relatable advice to patients, increasing their trust in the process and eliminating any apprehensions they may have. It enhances our credibility as a whitening-offering office and as an esthetic dentistry reference in the city. They can then answer all the questions right out of their own experience, and not because they learned standard answers by heart.

Our patients often remark on how knowledgeable and caring our staff members are throughout the whitening session. This positive feedback encourages us to continue investing in training and highlights that a system like fläsh really shines when everyone in the clinic knows how to use it to its fullest potential.

## 5. More Than Just White Teeth: Benefits for Practice and Patients



Teeth whitening is sometimes seen only as an aesthetic choice, but it can be a powerful way to build **long-term patient satisfaction**. A brighter smile can uplift a patient's confidence and outlook, which often leads them to pay more attention to their overall oral health. In many cases, patients who come in for whitening also schedule exams, cleanings, or discuss other restorative needs. It becomes a starting point for a healthier smile and for a real long-term relationship with the clinic. It gives the patient the assurance of being in a caring, high level practice, where he can expect sure and predictable results in a very professional way. fläsh serves as a gateway to a more proactive approach to dental care, encouraging patients to maintain their oral hygiene and keep their bright results for the long term.

From a practice perspective, **fläsh** helps us stand out as a forward-thinking clinic focused on both functionality and appearance. Satisfied whitening patients frequently recommend our



services to friends or family, leading to an increase in new patient consultations. This organic growth reflects how a trustworthy system can enhance our clinic's reputation and attract individuals who value high-quality dental care.

Since we use the fläsh system, we have had the experience, that when we instruct patients to come in to their prophylaxis every six months, to maintain as long as possible their white results, they are just more motivated to do so, than our patients, that have not been whitened. This has,

of course, a positive effect on their oral and general health. The good results increase the trust in the office and the value of our services, not only whitening. It has a positive effect on our whole self-image, as most of the treatments performed in surgery, root-canal or restorative dentistry are not really life-changing for most patients, and do not influence a lot in their self-esteem. But with the fläsh whitening system we have an instrument at hand, that gives the patient his confidence back, in a minimal invasive way, quick and reliable.

## 6. Conclusion and Future Outlook

Since adopting the fläsh professional whitening system, our clinic has seen measurable benefits: smooth daily workflows, predictable results, and happier patients who trust our commitment to quality. What sets fläsh apart is its German-engineered precision, ensuring not only effective results but also a safe and gentle treatment experience for every patient. The well-balanced formula minimizes sensitivity, allowing patients to enjoy a stress-free whitening session. These elements have made fläsh not just another piece of equipment, but an **integral part of our practice**.

Looking ahead, we plan to continue exploring new ways to integrate whitening with other cosmetic and restorative treatments. The potential is immense—patients who visit for whitening often become interested in other aesthetic services to improve their smiles even further. With fläsh, I feel confident that my team and I can continue to provide the high level of care and results our patients expect and deserve.

Beyond the immediate benefits, investing in a reliable whitening system has significantly shaped our practice's reputation. Our team's confidence in fläsh translates into improved patient trust, resulting in higher treatment acceptance rates across various dental services. Whitening is often the entry point for patients to become more engaged in their overall oral health, and by delivering consistently excellent results, we foster long-term patient loyalty.

Additionally, our experience with fläsh has shown that a well-implemented whitening program can be a game-changer for clinics looking to elevate their cosmetic dentistry offerings. The simplicity of the system, coupled with the powerful results, ensures that both patients and dental professionals benefit equally.

By choosing a **whitening system that the entire dental team trusts**, like fläsh, we can ensure that every patient's experience is positive and rewarding. From short treatment times and consistent results to the clear educational tools

that support transparent communication, fläsh delivers on all fronts—making it one of my top recommendations for any dental practice aiming to offer professional, high-quality teeth whitening services.

#### About the author:



Dr. Gómez is Spaniard and graduated from the University of Tübingen, Germany, in both **dentistry (DDS)**, and four years later in **medicine (MD)**. He has received three national awards in the contest “Young Scientists“ in Germany. Upon graduation in dentistry, he completed his **doctoral thesis (PhD) in implantology** at the same University.

Since 1995, Dr. Gómez has been in tight contact with the dental industry. He worked in the headquarters of Ivoclar-Vivadent in Liechtenstein for three years being responsible for the scientific communication in Latin America.

Since 1999, Dr. Gómez has held **over 480 lectures**, seminars and hands-on workshops in 42 different countries all over the world. In addition, he is also author of several publications in different languages. He received his training in esthetic dentistry in Los Angeles and San Francisco. After some years in the most prestigious dental offices of Germany, Dr. Gomez finally moved to Spain in 2004, where he runs his dental office in Valencia, focusing on **Esthetic Dentistry and Implants**.

He is the former **General Secretary of the European Society** of Esthetic Dentistry (ESED), which is now called European Society of Cosmetic Dentistry (ESCD).

Since 2013 he is the Director of the Continuing Education Program "**Specialist in Esthetic Dentistry**" of the European Institute of Dental Education (EIDE), which is by now held in Saudi Arabia, Bahrain and Dubai.

He is the author of five best-selling books on Amazon about Dental Business Management, Communication skills and Sales techniques for dentists.

**Disclaimer:** This article was written as part of a paid collaboration with fläsh. While the opinions expressed here are based on my personal experience and professional assessment, I have received compensation for sharing my insights on the fläsh professional whitening system.