

18th Asia-Pacific Dental and Oral Care Congress

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Kulbhushan Joshi

New Zealand Teeth Whitening Association, New Zealand

The latest revolution in cosmetic teeth whitening which is quickly becoming favourable across the world for dental practices and patients, and recognition of the New Zealand cosmetic teeth whitening association as an equivalent of the NZDA–Lovelysmiles teeth whitening & NZCTWA

Cosmetic teeth whitening has been an area of great profitability for any dental practice. However it is an area in which many dental practitioners do not take full advantage due to the negative connotations around the processes to date. Lovelysmiles has revolutionised this with a new formula and system which addresses all the negatives and turns them on their flipside making it a very lucrative industry, and a very comfortable experience for a patient. The New Zealand Cosmetic Teeth Whitening Association is the first body in the world of non dental and dental practitioners which has been recognised by the Ministry of Health, Environmental Protection Authority, Dental Council New Zealand as an equivalent of the New Zealand Dental Association. Will share how this organisation works together with oral health practitioners bridging the gap of those who avoid dental clinics to bring professionalism to non dental practitioners.

Biography

Kulbhushan Joshi is a successful entrepreneur in NZ and now across India. He is not only the brains behind Lovelysmiles unique formula which has changed how teeth whitening is perceived and performed by all, but is also a founding member of the New Zealand Cosmetic Teeth Whitening Association (NZCTWA), which has addressed the shortcomings in professionalism and training for non-dental practitioners and taken them to a level of registration and recognition, and more importantly professionalism.

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