

# TEETH WHITENING BUSINESS START UP CHECKLIST



## START UP BIZ ESSENTIALS

AM I ALLOWED TO OFFER THIS SERVICE IN MY AREA

BIZ ENTITY FORMATION: 1099 | LLC | C CORP

BUSINESS NAME

BUSINESS INSURANCE

WEBSITE & SOCIAL PROFILES/PAGES

SERVICE & PRODUCT OFFERINGS AND SOURCING

## REGULATIONS ON WHO CAN OFFER TEETH WHITENING

BASED ON THE 2015 SUPREME COURT DECISION TEETH WHITENING BY NON DENTAL PROFESSIONALS IS FEDERALLY CONSIDERED LEGAL.\*

HOWEVER, THERE ARE STILL STIPULATIONS AND REGULATIONS NON-DENTAL PROFESSIONALS MUST FOLLOW IN ORDER TO BE IN COMPLIANCE. MANY STATES HAVE A SPECIFIC PERCENTAGE OF HYDROGEN PEROXIDE/CARBOMIDE PEROXIDE THAT CAN NOT BE EXCEEDED.

USUALLY THIS IS 16% HYDROGEN AND 32% CARBOMIDE PEROXIDE.

BRONZEDBERRY OFFERS 16% HYDROGEN PEROXIDE GEL PENS, THE MAX LEGALLY.

DO A GOOGLE SEARCH FOR 'NON-DENTAL PROFESSIONAL REGULATIONS IN \_\_\_ STATE' TO SEE THE LATEST INFO.

## BONUS: LINKS TO REGULATORY INFO

<http://campbelllawobserver.com/teeth-whitening-case-a-win-for-non-dentists/>

<https://www.1818advocacy.com/teeth-whitening-and-the-law-the-battle-over-an-11-billion-industry/>

## BUSINESS ENTITY OPTIONS

RESEARCH OR SPEAK WITH A LOCAL TAX PROFESSIONAL TO INVESTIAGE THE RIGHT BUSINESS ENTITY FOR YOUR NEW BUSINESS. THERE ARE MANY LEGAL AND TAX ADVANTAGES AND DISADVANTAGES TO ALL THE OPTIONS.

YOUR LOCAL COUNTY MAY HAVE FREE BUSIENSS RESOURCES AND HELP TO GET YOUR NEW BUSINESS OFF THE GROUND PROPERLY FROM THE START. AVOID FINES BY DOING THIS IN THE VERY BEGINNING.

## SERVICE OFFERINGS & PRODUCT SOURCING

WHAT SERVICE OPTIONS WILL YOU OFFER?

MOBILE | IN STUDIO| TAKE HOME KITS | TEETH WHITENING PARTIES

BRONZEDBERRY'S TEETH WHITENING COURSE WILL PROVIDE TRAININGS AND INSIGHT INTO EACH OF THESE OPTIONS SO YOU CAN OFFER ALL OF THEM!

WHICH BRAND OF PRODUCTS WILL YOU USE AND SELL?

LOOK FOR MADE IN THE USA ONLY! THIS IS SOOOO IMPORTANT. GEL FOUND ON AMAZON WILL NOT BE HYDROGEN PEROXIDE (THE ONLY INGRIEDIENT THAT CAN WHITEN TEETH IN ONE HOUR AND IS FDA APPROVED). GELS FOUND ON AMAZON WILL BE CARBOMIDE PEROXIDE BASED AND WILL SIMPLY NOT WORK....AND THEY ARE USUALLY MANUFACTURED IN CHINA.

BRONZEDBERRY PROVIDES 16% HYDROGEN PEROXIDE GEL TO OUR PROFESSIONALS AT WHOLESALE PRICES. OUR GEL IS MADE IN AN FDA CLEARED FACILITY IN THE USA. WE OFFER GEL AS WELL AS TAKE HOME KITS YOU CAN RESELL.