



RYAN MOLIS, DDS

Dr. Molis began his career working at 2 dental practices serving very different communities in the Chicago area. Early on, he became interested in clear aligner therapy and was an early adopter of Invisalign treatment, investing significant time in continuing education and marketing to better understand how to integrate it into a general dentistry practice. Over time, Dr. Molis purchased both practices where he started and expanded their Invisalign offerings while continuing to refine the systems and workflows that supported successful treatment. As aligner therapy became a larger part of the practices' services, Invisalign eventually accounted for more than half of their total revenue. After nearly 20 years of clinical experience with Invisalign, Dr. Molis began sharing what he had learned with other dentists who were looking to incorporate aligner therapy into their practices. This ultimately led to the creation of Molis Coaching, where he helps general dentists streamline their approach to Invisalign treatment.

FOR MORE INFORMATION:

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Pola for Aligners

Give your patients a faster, whiter smile and a healthier mouth—all without sensitivity



Years ago, tooth bleaching was something many dentists brought up only for special occasions—maybe a patient was getting married or going on vacation. For Dr. Ryan Molis, the conversation has shifted. He still talks about the esthetic benefits of bleaching, but he also explains to patients how it creates a healthier oral environment. As the owner of Molis Coaching and the No. 1 solo GP Invisalign provider in the world, Dr. Molis gives every clear aligner patient SDI's Pola whitening. Here, he tells us why.

Many patients expect that getting a dramatic smile transformation means sitting through discomfort. That used to be the case with some whitening systems, but it doesn't have to be that way anymore.

The No. 1 reason I use Pola whitening is the lack of sensitivity. Some whitening systems contain flavorings or additives that can lead to gingival irritation or tooth sensitivity. Pola doesn't contain artificial additives, and its formula includes potassium nitrate, which helps decrease sensitivity.

Another benefit is the carbamide peroxide formulation. It breaks down and releases hydrogen peroxide, which whitens the teeth, and urea, which creates a basic pH. I explain it to patients like this: It's the only whitening system I've used that not only brightens teeth but also creates an environment where cavity-causing bacteria are less likely to thrive.

Built Into the Experience

In my practice, whitening is a natural part of Invisalign treatment. Any patient who starts Invisalign receives whitening as part of their treatment plan. I also share my own routine—I bleach every Sunday night—and encourage them to follow a similar schedule. Patients quickly realize that it works. Their teeth get noticeably whiter, and many find that they actually feel less sensitive over time.

Another advantage is how well Pola works with Invisalign trays. Many people assume bleaching can't be done while patients are in attachments, but Pola whitens internally. When the attachments are removed at the end of treatment, the teeth are uniformly white underneath.

Patients also come in with a lot of myths about bleaching. They've heard that they have to avoid coffee and red wine or that the gel shouldn't touch their gums. With Pola, I say, "If it's on the gums, that's a good thing." The gel has antibacterial properties that are actually good for the gingiva. I've seen it firsthand—many of my Invisalign patients start off with gingivitis or red and inflamed gums, and after bleaching every week, their gingival tissue is pinker and tighter.

Because patients wear retainers every night after Invisalign treatment, continuing their whitening routine is easy. It's been a phenomenal way to get passive income. I probably have 2 or 3 patients a day come in to buy extra whitening.

That's a \$35 or \$40 profit 3 times a day, 5 days a week, 52 weeks a year—you do the math.

Pola Does the Marketing for You

I started offering Invisalign in 2001, and the more aligner patients I saw, the happier I became. These patients are excited to walk into my practice, and that energy is contagious.

And it's always a special moment when you get to see patients at the end of treatment. Their teeth are straighter, whiter, and they're genuinely happier. That excitement leads to referrals, and it becomes an ever-growing cycle. It's led me to have a successful practice without spending any money on marketing.

