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Find out about Pola Rapid's 24-minute application time, superior handling, and fast removal.



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# From Survival to Success with Pola Whitening

*How whitening became the foundation for Dr. Miles Cone's growth, and why Pola in-office and take-home systems remain patient favorites years later*

**W**hen prosthodontist Dr. Miles Cone opened his practice in Portland, ME, he had no patients and plenty of pressure, owing \$6,500 a month in rent. "My wife was asking me, 'Where are all the full-mouth cases?' And I didn't know," he recalled. What he soon found out, though, was that a product decision he made would single-handedly change their luck.

Pola whitening from SDI had been listed on his distributor's website at a reasonable price, so he began offering it. He also was marketed by SDI as an approved provider, appearing in local online searches. Within a few months, he was receiving call after call from new patients interested in whitening.

"In those early days, we were broke and questioning whether starting our own practice was the right decision. Offering Pola kept our heads above water until that first big full-mouth case came in," he said.

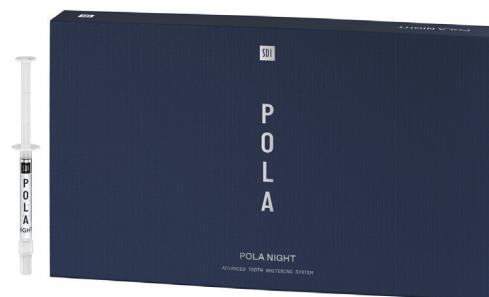
## Pola Rapid and Pola Night

What began as a lifeline quickly became a long-term growth driver. Dr. Cone noted that many patients start with whitening and then return for veneers, implants, or other restorative work. Most come in regularly for whitening touch-ups, keeping them engaged with the practice year after year.

"It's high revenue and low risk; there are no injections, no lab fees, nothing irreversible, and it's something patients are genuinely happy about," he said.

Today, Dr. Cone regularly uses Pola Rapid, a 38% hydrogen peroxide in-office gel, and Pola Night, a 10% carbamide peroxide take-home system.

"One of the things about Pola Rapid that's so nice is in the name—it's quick. You get phenomenal results fast," he said of the 24-minute application time.



**"It's far safer and more effective than anything you'll get in the store."**

—Miles Cone, DMD, MS, CDT, FACP

Pola Night has been especially reliable from the start. "It's far safer and way more effective than anything you'll get in the store. Patients can wear it overnight, and because the concentration is low, it's more agreeable and you get better patient compliance."

## An Easy Conversation with Patients

Dr. Cone emphasized that whitening often fits seamlessly into patient conversations because of its oral health value. The carbamide peroxide in Pola not only whitens teeth but also helps create a healthier oral environment by reducing acidity and limiting bacterial growth.

"When you present it as an oral hygiene adjunct rather than a cosmetic upsell, it makes the discussion very organic," he explained. "Patients see it as something that's easy to add to their routine, and then—oh, by the way—their teeth also get brighter. Nobody ever complains about that."