

# West Ender's winning whitener lets you show off your pearlies



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La Coupe Cavendish esthetician Natalie Foegele, here with Richard Raz Priesler of Pearl White Solutions and the special machine that helps make your teeth 3-8 shades whiter in minutes (Bram Eisenthal, The Chronicle).

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Yeah, I know there isn't a lot to smile about these days. Montreal has been thrust into an Ice Age, income tax season is here, the anglophobe bullies are burning their books (and I'll gladly assume the honour of burning your books, anytime, Monsieur Lévy Beaulieu, just ask) AND we just lost an hour of sleep. So, in the midst of our tooth grating, there's a West Ender who wants to ensure your canines are as white as can be when you grimace. Richard Raz Priesler, 28, has taken a decade of



entrepreneurial experience and brought something to market that'll have you smiling, all right. Priesler's company, Pearl White Solutions, unveiled the Ultimate Smile Accelerator here five months ago and jaws have been dropping ever since. "No one knows a lot about how teeth

whiteners work,” Priesler told me. “But until now, you would go to your dentist and spend about \$600 for a treatment that affected your tooth’s enamel and left many people with sensitivity they didn’t have before. Dentists use a blue ultraviolet light combined with heat, which is what causes the problem.”

Pearl White’s product is comprised of a mold you fill with a gel containing 35 percent carbamide peroxide solution. You do the application yourself at one of Priesler’s authorized spas or salons and they then apply a cold blue LED light with a specialized machine, which turns off after 25 minutes. “You walk out of the place with teeth anywhere from 3-8 times whiter than before and any coffee, tea or tobacco stains gone,” he stated.

The kicker? The cost of this process is just \$99.99, plus taxes. The procedure is becoming so popular, with West End locations including La Coupe (Cavendish), Evita, Modello and Electro Lyse Elite, that Priesler is looking to open franchised kiosks at malls across Canada and dentists are starting to take a serious look at using it themselves.

The process doesn’t work on about two percent of clients and is also not functional for anyone with caps, porcelain veneers or bonding, which leaves me out. But, hey, give the guy a star for making untold numbers of people happy enough to open wide. Priesler’s website is at [www.pearlwhitesolutions.com](http://www.pearlwhitesolutions.com) and you can e-mail him at [pearlwhitesolutions@gmail.com](mailto:pearlwhitesolutions@gmail.com). Tel: 514-865-2503.