

How to make a million in franchises

Entrepreneur®

OCTOBER 2009 | ENTREPRENEUR.COM

Say goodbye to bossholes*

START YOUR OWN BUSINESS

[PLUS, THE TOP 50 BUSINESS COLLEGES]



NEED A DEFINITION?
PAGE 20



Cosmetic Teeth Whitening Everybody's doing it!



best
businesses

WhiteScience Worldwide has set the industry standard for premium cosmetic teeth whitening internationally. After investing millions in product and delivery system patents, WhiteScience literally created a niche market. The resulting 20 minute teeth whitening system made it possible for vanity businesses and entrepreneurs to provide professional quality teeth whitening to the public, eliminating the need for in-office dental bleaching. They have achieved the delicate balance of convenience and affordability, without compromising quality.

The most recent division, Whitening on Wheels, was established for entrepreneurs wanting to take advantage of the exploding cosmetic teeth whitening industry, which has grown over 900% since 2006. In 2009, experts anticipate an excess of \$14 billion spent on teeth whitening product and services alone.

Perfect fit, unlimited opportunity.

Whitening on Wheels (WOW) business model is intentionally flexible, designed to meet the needs of investors at every level. Whether you are a seasoned entrepreneur or this is your first endeavor, your objectives and capabilities will be matched with a business plan to help you achieve your financial goals.

WOW is a true turn-key business opportunity offering every benefit of a franchise, but never charging a fee or royalty. The money you earn is yours to keep.

WhiteScience's innovative, portable equipment gives you the flexibility to offer teeth whitening events at salons, spas, tradeshows, resorts, malls, home parties, and fundraisers (to name a few). Additional income channels are available selling boutique retail products wholesale. Your earning opportunities are limited only by your imagination.

Be in business for yourself, not by yourself.

WhiteScience provides you with everything you need to promote and grow your business. You will begin generating income in days (not months), with an immediate 200% return on your initial investment. Every WOW start up

package includes a customizable website, in-depth training, premium marketing collateral, a personal business coach and a generous supply of products.

WhiteScience's in-house creative group keeps its finger on the pulse of the latest marketing trends, bringing you the most current and effective marketing strategies in the industry. With customized print and electronic collateral, they offer your business a personal approach no other manufacturer has ever attempted.

Great smiles powered by WhiteScience.

With distributors in more than 14 countries, the WhiteScience business model has quickly become a global economic phenomenon. Product accolades from national media outlets like New Beauty Magazine, Life & Style Magazine, The Prime Time Emmy's and American Music Awards, speak to the power of the brand. WhiteScience products and services are already offered in premier spas, salons, resorts and retailers, including Caesar's Palace, Westin Resorts and ULTA.

Territories are limited. To learn more, take a Test Drive at www.whiteningonwheels.com where you can take advantage of their special offer. Enter promo code EWOW09 when placing your order. For more information call (877) 909-1080.

All products are proudly manufactured by WhiteScience in the U.S.A. under ISO factory standards.

Whitening on Wheels
DELIVERING GREAT SMILES

Contact Information:
WhiteScience Worldwide
11040 Crabapple Road
Roswell, GA 30075
(877) 909-1080
Email: wowsales@whitescience.com
www.whiteningonwheels.com
www.whitescience.com