

ABOUT THE PROGRAMME

What Is the Programme?

The Ultimate Advanced Teeth Whitening Business Programme is a complete business implementation designed to help students confidently add teeth whitening as a new revenue stream.

It goes far beyond teaching the treatment. Harley Street Smiles provides the training, equipment, products, business systems, launch strategy and ongoing support needed to help each student successfully implement teeth whitening into their business.

Students are not simply handed a certificate and left to work everything out alone. They are supported through every stage — from completing their theory and practical implementation to setting their prices, launching the service, attracting clients and building repeat revenue.

WHO IS THE PROGRAMME FOR?

The programme is suitable for:

- Beauty and aesthetics professionals
- Salon and clinic owners
- Existing teeth whitening providers
- People looking to add a new service to their business
- Complete beginners wanting to build a new income stream

Students do not need previous teeth whitening experience, because they are guided through the programme step by step.

WHAT MAKES THE PROGRAMME DIFFERENT?

Most traditional training courses focus primarily on teaching the treatment. The Ultimate Advanced Teeth Whitening Business Programme combines:

20% Skill

Learning the treatment, products, client process, safety and compliance requirements.

80% Systems and Processes

Implementing the pricing, launch, marketing, client retention, reviews, referrals, top-ups and recurring-revenue systems needed to build the business.

The aim is not simply to help students become trained. It is to help them become confident, prepared and ready to start taking bookings.

ABOUT THE PROGRAMME

THE FIVE-PHASE IMPLEMENTATION JOURNEY

Students are supported through five clear phases — from learning the treatment to launching and growing their business.

Phase One: Theory and Foundations

Students complete the required theory and learn how the teeth whitening process works, product and equipment knowledge, client suitability and contraindications, consultation and aftercare processes, compliance and professional standards, and how the recurring-revenue model works. This gives them the knowledge needed before moving into the practical and business implementation stages.

Phase Two: Pricing, Strategy and Launch Plan

Harley Street Smiles helps each student create their treatment pricing, top-up and aftercare pricing, client offers, a personalised launch strategy, a plan for generating their first bookings and a recurring-revenue strategy. The student does not need to guess what to charge or how to launch.

Phase Three: Practical Implementation

Students complete their practical implementation and receive guidance on the client journey, preparing the treatment area, using the professional equipment, following the correct treatment process, delivering consultations and aftercare, and creating a professional client experience.

Once the required stages are completed, students receive their CPD accreditation and HSS qualification.

Phase Four: 1:1 Live Implementation

Before the student begins taking bookings, Harley Street Smiles helps ensure that their equipment and starter kit have been received, their client packs are ready, their pricing has been finalised, their booking process is prepared, their consultation documents are in place, their launch plan is complete, their Business Growth App access is active, their stock replenishment process is understood, and they feel confident and ready to launch.

Phase Five: Build and Scale

Following launch, the focus moves to helping the student build and grow their new revenue stream. This includes support with implementing the launch plan, generating and converting bookings, reviewing business performance, improving client retention, collecting reviews and referrals, encouraging repeat top-up appointments, using the Business Growth App effectively, building recurring revenue, reviewing stock levels and adjusting the strategy where required.

Students also receive continued ongoing support beyond the initial 90-day growth period.

ABOUT THE PROGRAMME

WHAT STUDENTS RECEIVE

Every student receives a complete package designed to help them launch properly:

- CPD accreditation and HSS qualification
- Professional teeth whitening equipment
- Starter kit and client packs
- Practical implementation
- Compliance and insurance-access guidance
- Consultation and client documents
- Personalised pricing strategy and bespoke launch plan
- Ready-made marketing resources
- MATCH WHITE Locator Page listing
- Their own branded Business Growth App
- Stock replenishment access
- Business Hub and WhatsApp community access
- 90-day build-and-scale support
- Lifetime ongoing support

THE BUSINESS GROWTH APP

Each student receives access to their own branded Business Growth App, designed to help them stay connected with their clients and encourage them to return after their first appointment.

It can support top-up reminders, repeat bookings, client promotions, reviews, referrals, rewards, memberships, aftercare and refill sales, and message broadcasts to existing clients.

This helps prevent clients from forgetting their next top-up and allows the business to continue generating revenue from the same client after their initial appointment.

THE MATCH WHITE RECURRING REVENUE SYSTEM

The programme teaches students how to build more than one source of income from teeth whitening:

- Initial Appointments — revenue from the client's first appointment.
- Home Maintenance and Aftercare — clients purchase products to protect and maintain their results.
- Repeat Top-Ups — clients return for regular top-up appointments rather than remaining one-time customers.
- Referrals and Reviews — used to bring new clients into the business.
- Memberships and Recurring Revenue — structured memberships and ongoing offers create more predictable monthly income.

Each revenue stream supports the next, helping the student build a longer-term client relationship.

ABOUT THE PROGRAMME

LOCAL DEMAND & LOCATOR PAGE

The Local Demand Checker shows the recent level of teeth whitening search demand around a student's postcode, helping them understand the potential opportunity in their area and allowing the team to create a more informed pricing and launch strategy. It is used as a guide and does not guarantee bookings or income.

Once the required onboarding stages are completed, eligible students can be featured on the MATCH WHITE™ Locator Page, giving potential clients another way to discover participating providers in their local area.

ONGOING SUPPORT

Support does not end when the student completes the training. Students receive guidance throughout the implementation, launch and growth stages, including support with pricing, launching, marketing, client retention, repeat bookings, reviews, referrals, memberships, stock replenishment, Business Growth App usage and business performance.

The objective is to help students continue developing their business instead of leaving them with only a qualification.

THE ACADEMY PARTNER'S ROLE

As an Academy Partner, your role is to introduce the opportunity to your students and explain the main benefits of the programme. You are not expected to manage the full sales or enrolment process.

Each Academy Partner is allocated a dedicated Harley Street Smiles Enrolment Coordinator who will speak directly with interested students, explain the complete programme, answer detailed questions, discuss payment options, confirm suitability, complete the enrolment and keep the academy updated.

Your academy simply introduces the opportunity, builds initial interest and passes the student's details to your dedicated Enrolment Coordinator.

HOW TO POSITION THE PROGRAMME

When speaking to students, avoid describing it as only a teeth whitening course.

Instead, explain that it is a complete teeth whitening business implementation that includes the training, equipment, launch strategy, business systems and ongoing support needed to confidently start and grow.

THE STRONGEST BENEFITS TO HIGHLIGHT

- They receive everything needed to launch
- They are not left alone after qualifying
- They receive their own branded Business Growth App
- They receive support attracting and retaining clients
- They can build repeat bookings and recurring revenue
- Flexible payment options are available
- They have access to an ongoing support team

ABOUT THE PROGRAMME

IMPORTANT EARNINGS GUIDANCE

Academy Partners must never guarantee that a student will earn a particular amount or become fully booked.

The programme provides the student with the tools, systems, training and support needed to build the business, but individual results will depend on factors including local demand, pricing, marketing, consistency, availability, client experience and how effectively the systems are implemented.

Always describe income figures as potential outcomes or business goals rather than guaranteed results.

IN ONE SENTENCE

The Ultimate Advanced Teeth Whitening Business Programme is a complete business implementation that gives students the training, equipment, qualification, launch strategy, branded Business Growth App and ongoing support needed to confidently add teeth whitening and build recurring revenue.