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BIOLASE Expands Its Initiative to Increase Dental Laser Awareness to Dallas-Fort Worth Area

Educational courses and informational events for providers and direct-to-patient initiatives to highlight patient and practice benefits and increase the region's access to advanced laser dentistry

IRVINE, Calif., Sept. 12, 2018 /PRNewswire/ -- BIOLASE, Inc. (NASDAQ: BIOL), the global leader in dental lasers, announced today that it is expanding its successful laser dentistry awareness initiative to improve a region's oral health and dental care options to the Dallas-Fort Worth area. The sales, marketing and training initiative started [earlier this year](#) in the Los Angeles and Orange County market in Southern California is dedicated to demonstrating the promise of the world's most advanced oral health care. The initiative will include informational and awareness-raising programs that highlight the benefits of minimally-invasive, pain-free laser dentistry.



Local practice development representatives will be deployed throughout the Dallas-Fort Worth area to help support dentists as they integrate dental lasers into their practice. They will offer guidance on different ways dentists can use lasers to provide better care and grow their practices.

BIOLASE will offer programs including educational courses and partnership events with local organizations, among other initiatives. The goal of the programs will be to educate local dentists and patients about the shift towards gentler dentistry, with less pain and fewer shots, now enabled by dental lasers.

"Seeing the success of our campaigns in Southern California, we are proud to expand our efforts and bring that momentum to the Dallas-Fort Worth region," said Todd Norbe, President and Chief Executive officer of BIOLASE. "More patients will be aware of the benefits of minimally invasive laser dentistry, and more dentists will have the information, support and resources they need to deliver the best care possible to their patients, which is ultimately our goal. We will continue to expand these programs into additional cities across the country as we seek to achieve our goal of advancing dentistry."

BIOLASE's Waterlase Express™ has played a crucial role in expanding all-tissue laser use,

making dental lasers more affordable and accessible. The simplicity and wide-ranging use of Waterlase lasers enable dentists to incorporate laser dentistry into their practices and enhance the quality of patient care. With increased support and education in the Dallas-Fort Worth region, local dentists will be able to further tap into this opportunity.


For BIOLASE, the initiative is becoming a commercial success, increasing all-tissue laser sales and consumables revenue in the Southern California market. In early August of this year, the Company reported a nearly 200 percent year-over-year increase in all-tissue laser sales in that market during this year's second quarter.

About BIOLASE, Inc.

BIOLASE, Inc. is a medical device company that develops, manufactures, markets, and sells laser systems in dentistry and medicine and also markets, sells, and distributes dental imaging equipment, including three-dimensional CAD/CAM intra-oral scanners and digital dentistry software. BIOLASE's products advance the practice of dentistry and medicine for patients and healthcare professionals. BIOLASE's proprietary laser products incorporate approximately 244 patented and 74 patent-pending technologies designed to provide biologically clinically superior performance with less pain and faster recovery times. BIOLASE's innovative products provide cutting-edge technology at competitive prices to deliver the best results for dentists and patients. BIOLASE's principal [products](#) are revolutionary dental laser systems that perform a broad range of dental procedures, including cosmetic and complex surgical applications, and a full line of dental imaging equipment. BIOLASE has sold over 37,600 laser systems to date in over 90 countries around the world. Laser products under development address BIOLASE's core dental market and other adjacent medical and consumer markets.

For updates and information on Waterlase iPlus®, Waterlase Express™, and laser dentistry, find BIOLASE online at www.biolase.com, Facebook at www.facebook.com/biolase, Twitter at www.twitter.com/biolaseinc and LinkedIn at www.linkedin.com/company/biolase.

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