



## PRESS RELEASE

### You Need to Check Out U Whitening

Belleville, Ontario, July 28, 2021 - **U Whitening** is the first of its kind in the Bay of Quinte area, offering professional teeth whitening completed by dental professionals in a comfortable & relaxing studio environment. The teeth whitening business has just officially opened their location at **390 Front Street** in the Downtown District.

U Whitening offers teeth whitening services that are custom to what you are looking for in your teeth whitening results. Teeth whitening is a tricky trade and all results vary. While they cannot guarantee how bright your teeth will get after one session, they can guarantee that they are using a unique and more natural professional strength teeth whitening gel. The gel is safe, effective, and causes less sensitivity compared to other professional brands.

Rachel Hicks started U Whitening in November 2019 from her home studio and has officially moved into her new studio in the Downtown District. The new studio gives her staff much more space with two chairs and a consultation space for clients.

On Wednesday, July 28, Owner Rachel Hicks was joined by MP Neil Ellis, Councillor Thompson, Mayor Mitch Panciuk, Councillor Sandison, David Joyce on behalf of MPP Todd Smith, Jill Raycroft from the Belleville Chamber of Commerce and Tiffany Spencer from the Downtown District BIA for an official ribbon cutting and grand opening ceremony.

Rachel chose to open in the Downtown District because of how much she has seen the District grow in a short period of time and the atmosphere is so friendly. She has been busy getting to know the other local businesses and everyone has been so supportive of her new venture.

“Our plan is to be servicing clients at hours that work for them, which means our location should be open 10-8/11-9 throughout the week and weekend, but right now we are open by appointment only.” says Hicks. “In addition to our teeth whitening services and products, we also have a local pop-up corner! Right now we have a beautiful display of paintings from county artist Angela Jane Lavender Fine Arts and beautiful resin jewelry from Colourful Courts for purchase.”

Visit [DOWNTOWNBELLEVILLE.CA](http://DOWNTOWNBELLEVILLE.CA)

*The*  
**DOWNTOWN**  
**18 DISTRICT 16**  
**BELLEVILLE**

Follow U Whitening on Facebook at @U-Whitening on Instagram at @uwhitening or visit them online at [uwhitening.ca](http://uwhitening.ca).

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