

Brighter Image Lab Files Federal Lawsuit Against Shiny Smile Veneers and GiddyUp Group Concerning Veneer Marketing

Brighter Image Lab announced the filing of a federal lawsuit in the United States District Court against Shiny Smile Veneers, LLC, and The GiddyUp Group, Inc.

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We believe transparency matters when consumers evaluate professional endorsements, review content, and before-and-after imagery.”

Bil Watson, Director Brighter Image Lab

Brighter Image Lab announced that it has filed a federal lawsuit against Shiny Smile Veneers, LLC, and The GiddyUp Group, Inc. The lawsuit was filed as Case No. 3:26-cv-02438-L.

According to the complaint, the defendants coordinated digital marketing for Shiny Smile Veneers. The complaint alleges that the marketing included content presenting certain individuals as dentists or dental authorities, “top cosmetic dentist” references, endorsements, comparison and review websites, and AI-generated or digitally altered

promotional imagery.

The complaint asserts claims under the Lanham Act and Texas law. It asks the court to review the challenged marketing practices and determine whether they violated those laws.

Allegations Described in the Complaint

The complaint alleges that certain marketing materials presented individuals as dentists or dental authorities. It states that Brighter Image Lab did not identify verifiable U.S. dental licenses for certain individuals identified in the filing.

The complaint further alleges that some endorsement, comparison, ranking, and review content created the appearance of independent professional support for Shiny Smile Veneers. It asks the court to examine whether commercial relationships or compensation connected to that content were adequately disclosed.

The filing also alleges that AI-generated or digitally manipulated before-and-after images were

used in promotional materials. According to the complaint, certain images were presented in a manner that could cause consumers to view them as actual customer results.

Statement from Brighter Image Lab

"We believe transparency matters when consumers evaluate professional endorsements, review content, and before-and-after imagery," said Bil Watson, Director of Brighter Image Lab.

"Through this case, Brighter Image Lab is asking the court to review the marketing practices detailed in the complaint and determine whether they comply with federal and state law."

Relief Requested

According to the complaint, Brighter Image Lab seeks temporary, preliminary, and permanent injunctive relief; removal or correction of the challenged content; an accounting of profits; damages; and other relief the court determines appropriate.

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