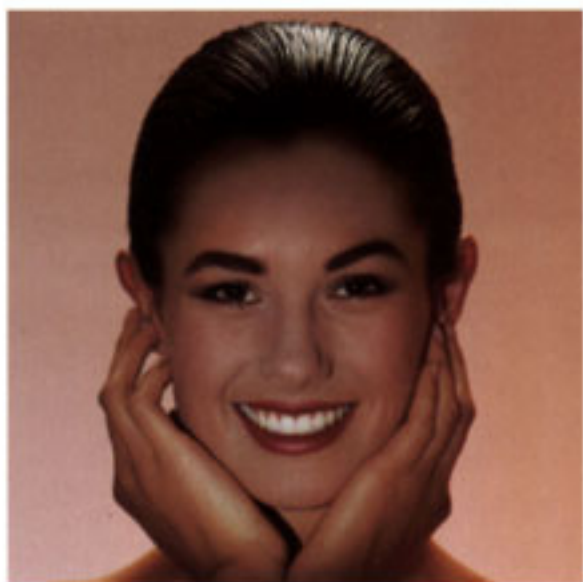


# YOUR SMILE SAYS IT ALL

*A Consumer's Guide to Finding the  
Smile That's Right for You*



American  
Academy  
of Cosmetic  
Dentistry



## THE SIGNIFICANCE OF A SMILE

*For generations, from Mona Lisa to the “cover girl”, the absence, or presence, of a smile has carried great significance.*



*Throughout history, the quality of a smile has been an indication of an individual's sense of well-being. And today, a healthy, attractive*

*smile continues to be an important facet of life, with an impact on health, self-esteem, and relationships—both personal and professional.*





## YOUR SMILE MAY MAKE OR BREAK YOU



- Do you feel awkward or self-conscious about your smile?
- Do you cover your mouth when you talk or smile?
- When the camera shutter opens, do your lips close? Do you hate close-up shots?
- Do you avoid wearing bright lipstick because you're afraid of highlighting your teeth?
- Have you ever grown a mustache or beard to help hide your smile?

*Nearly half of adults surveyed say they would like to make some improvement in the appearance of their smile.*

AACD Survey Findings

For most people, an appealing smile is an important part of the overall impression a person makes. An American Academy of Cosmetic Dentistry (AACD) survey found:

- More than 92% of adults agree that an attractive smile is an important social asset.
- Nearly as many, close to 88%, say they always remember someone with an especially attractive smile.
- 85% agree that an unattractive smile makes a person less

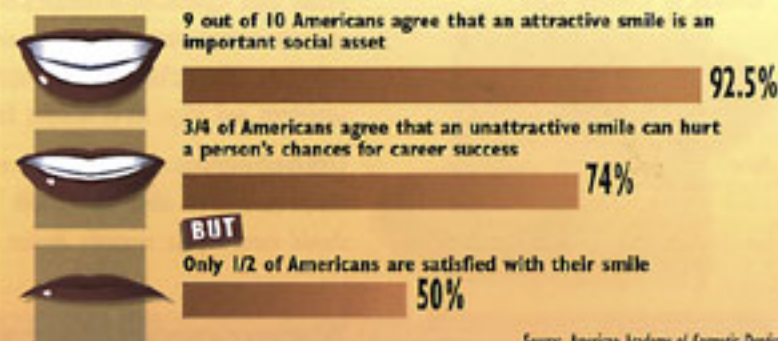
appealing to people of the opposite sex.

- 74% agree that an unattractive smile can hurt a person's chances for career success.

Many adults want to change their smiles. Some want to correct problems they have had since childhood such as discolored, gapped, or crooked teeth. Others want to fix conditions they've developed over time, like cracked or worn-down teeth, to help create a more youthful smile.

### Does Your Smile Say It All?

Although a vast number of Americans understand the importance of a good smile, only half think that their smile makes the grade.



Source: American Academy of Cosmetic Dentistry

## Dental Problems, Cosmetic Dentistry Solutions — A Brief Overview

### Problem

Stained, Discolored or Dull-Looking Teeth

### Treatment Options

People with stained or dull teeth will benefit from **whitening**, a safe, effective means to whiten stained, discolored or dull teeth (or even a single tooth). In-office and supervised at-home whitening systems are available. At-home systems should be individually fitted and monitored by your cosmetic dentist.

### Problem

Chipped, Cracked or Worn Teeth

### Treatment Options

People with chipped, cracked or worn teeth can consider either **veneers or bonding**. Either option can close gaps or disguise discolored teeth that do not respond well to whitening procedures.

Long-lasting **porcelain or composite veneers** are ultra-thin, specially-made laminates that are bonded to the teeth. Veneers are stronger and have a longer life than bonding, but the process requires more time.

**Bonding** is a process in which an enamel-like material is applied to a tooth's surface, sculpted to an ideal shape, hardened, and then polished for an ideal smile. This procedure usually can be accomplished in a single visit.



Before



After



### Problem

Missing Teeth or General Bite Dysfunction

### Treatment Options

**Crown or bridge work** is best for correcting major functional or structural problems with individual teeth, missing teeth or general bite dysfunction. New porcelain and ceramic technology is available to replace missing and/or severely broken teeth so that no one can tell that the replacements are not real.

**Implants** are being used to successfully replace teeth for people in all age groups—with esthetic and predictable results.

### Problem

Crooked or Crowded Teeth

### Treatment Options

People with crooked or crowded teeth will benefit from porcelain **veneers and/or bonding**. Thin layers of tooth-colored porcelain or resin are bonded directly to the teeth for maximum esthetics and minimum tooth reduction. Minor changes can be accomplished with simple recontouring and polishing. These options can straighten and align teeth without braces.

**Orthodontics** can be used to reposition, straighten or close gaps between teeth. Options include "invisible" braces made from clear acrylic and "removable" braces for the repositioning of only one tooth or two teeth. You should consult your cosmetic dentist to decide on the best option for you.



Before



After



**Whatever your individual problem, a qualified, experienced cosmetic dentist can help select the right treatment to enhance your smile.**



## TO IMPROVE YOUR SMILE, SEEK AN EXPERIENCED PROFESSIONAL

Until recently, people were usually stuck with the smile they received at birth. Today, there are techniques and advanced



materials that can make a real difference in your smile — and there are dental professionals who bring skill, experience, expertise and commitment to help enhance the smiles of people around the world.

Dentists with extensive experience in the expanding field of cosmetic dentistry use both science and artistry to help

individuals create the smile they most desire. Cosmetic dentists are up-to-date on the latest techniques and are the best resource for someone who is seeking a professional to redesign their smile.

The field of cosmetic dentistry has made great strides during the last ten years. With the wide array of techniques that are now available, it's important that you consult with an experienced cosmetic dentist to discuss your treatment plan. This will ensure that you are advised on the most appropriate solutions to create your new smile.



## YOU AND YOUR COSMETIC DENTIST: THE PERFECT PARTNERSHIP FOR YOUR SMILE

When you consult a cosmetic dentist, the first step isn't techniques — it's talking.

Your cosmetic dentist will sit down and talk with you about how you feel about your smile, what changes you'd like to consider, and what you'd like the outcome to be. Your cosmetic dentist will review the whole range of treatment options available to you. These options include details on the scope and length of

treatment, costs and insurance coverage, and other information. Also, you'll have a chance to look at "before and after" photographs to see the many ways your smile may be improved.

Once you have decided on the desired "outcome" — how you'd like to have your smile changed — your cosmetic dentist will develop a specific treatment plan. Your cosmetic dentist, using his or her advanced training and expertise, will coordinate your treatment, including involving additional professionals as needed to make sure you achieve the smile you most desire.



*Dentists with extensive experience in the expanding field of cosmetic dentistry use both science and artistry to help individuals create the smile they most desire.*

# THE FIRST STEP TO A NEW SMILE: FINDING THE RIGHT COSMETIC DENTIST FOR YOU

**E**stablished in 1984, the American Academy of Cosmetic Dentistry (AACD) is the largest international dental organization

specifically dedicated to the art and science of cosmetic dentistry. The AACD's mission is to provide comprehensive

and innovative educational opportunities, to encourage and support research in all phases of cosmetic dentistry, and to disseminate information



on cosmetic dentistry to the profession and the public.

The AACD keeps members informed of the newest techniques and materials in appearance-related dentistry through continuing education courses, workshops, publications and journals. The AACD sponsors and supports advanced continuing education and has an Accreditation Program for dentists wishing to receive certification in cosmetic dentistry.



*Many adults who want to change their smile, wish they had whiter or straighter teeth.*

AACD Survey Findings



## A Step-by-Step Approach to Finding the Cosmetic Dentist For You

- Contact the AACD Patient Referral and Information Service at (800) 543-9220 or (608) 241-5857 — available at no charge to individuals interested in finding a cosmetic dentist.
- Set up an initial appointment to discuss your options, needs and concerns and get to know your cosmetic dentist.
- Ask your cosmetic dentist to show you what you would look like with whiter, straighter or less-crowded teeth and what treatment options he or she would recommend.
- Ask to see "before and after" photographs of your dentist's cosmetic dental work.
- Know your dentist's credentials.

Call the AACD at (800) 543-9220 or (608) 241-5857 for more information on finding a cosmetic dentist in your area.

