



# Cosmetic DENTISTRY

The Definitive Guide To Everything  
You Need To Know



WILLIAM LINGER DDS, MAGD  
Caring & Personal Dentistry

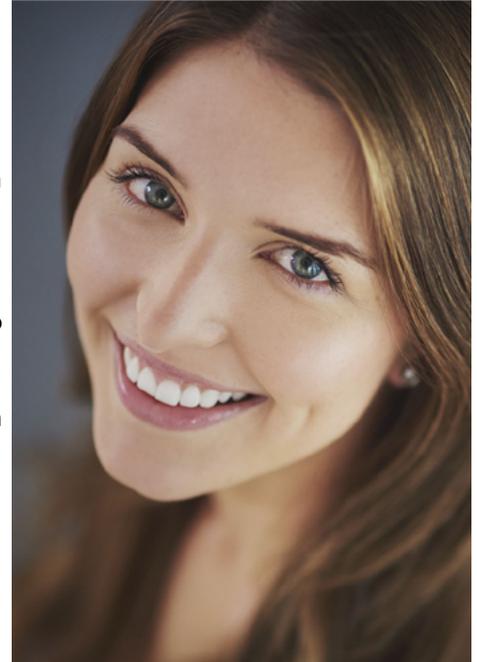
[DrLinger.com](http://DrLinger.com)

## Cosmetic Dentistry – The Complete Guide To Everything You Need To Know - And Probably More

Firstly, I'd like to say welcome to this guide. I'm Doctor. Linger and I want to give you an insight into the world of cosmetic dentistry. My world! I've been a dentist for over 20 years and have a real passion for transforming smiles.

This book is designed to provide help and information to those people who aren't for whatever reason happy with the way that their smile looks. Don't worry, you're not alone. Over 70 million Americans are just as unhappy with their smiles too!

We'll delve into the science behind a smile and why it's so powerful, we'll look at what makes up a great looking smile and the factors that ruin it – some you'll have no control over! We'll go in depth about the various techniques and treatments on offer and show you how they can help transform your smile into something spectacular. I'll even give you plenty of hints and tips on how to choose the right cosmetic dentist. So if you're ready, grab yourself a cup of coffee, pull up a chair and read on.....



### Section 1 - Cosmetic Dentistry – What's All The Fuss About?

Your smile is the first thing people notice. The power of a healthy, big smile turns strangers into friends while it makes us feel good inside. People who have a confident smile project warmth, friendliness and sincerity and put other people at ease. They make friends easier, get better jobs and promotions and have better relationships.

I'm guessing as you sit, reading this that you probably aren't smiling. So take a few seconds to break into a smile. Don't worry, no one's looking!

There you go...did you feel it?

I've always been amazed at how a mood starts to lift immediately as soon as we break into a smile. You can feel it right in your cheeks as you become happier, less tense, and even carefree. Suddenly, just for a split second, the world doesn't seem so bad.

But that's not all... you can turn someone's whole day around simply by breaking out a smile, as just like a yawn, it's contagious! Try it...smile at someone; go on I dare you -and watch as they smile back.

Not only are you transferring positive feelings to someone, but every time you smile, you're helping them to do the same and to experience that same uplift in mood that you feel. If you stop and think about it for a second... that's pretty awesome; but it doesn't stop there...

On a personal level a great smile also has the ability to open many doors. Did you know that people who have a confident smile are perceived to be warm, friendly, and sincere? In fact, people who smile more make friends easier, get better jobs and promotions, and even have better relationships.

According to one leading dating website, 4 in every 5 of the most liked men and women all have one thing in common - they're sporting a beaming smile. This is backed up by scientific evidence to show that a smile is the most important element in terms of attractiveness of a person's face. In a 1996 experiment, faces shown with great smiles were rated as more attractive and as having more positive personality traits than those without.

So, there you go - a great looking smile has the ability to...

- Lift your mood
- Convey positive feelings and happiness and...
- Portray sincerity, confidence, and attractiveness

Not bad for a facial expression, right?

Now here's the bad news...

**20% of Americans feel self-conscious or embarrassed about their smile.**

So much so that they feel they have to hide it. Ultimately this may make them appear less approachable while making others around them feel slightly uneasy.

In fact, knowing what we do, a bad looking or well-hidden smile is more likely to be perceived by others as unattractive, but also it can come across as unfriendly or insincere. After all, the phrase... *"your greatest asset is your*

*smile* ” was invented for a reason. What’s more, many people with less than perfect teeth, often choose to avoid social situations where they might have to smile altogether. In some cases this can mean that they simply withdraw from society.

If you can relate to this, or aren’t happy with the overall look of your smile then don’t worry... there’s good news...

Dentistry has always been ahead of the curve when it comes to cutting edge technology and it’s these advancements over the last 30 years that have enabled dentists to focus more on the look of the smile as much as the practicalities of a healthy mouth. Add to this the fact that people are spending more money on looking good than ever before; throw in a growing aging population, and it’s easy to see just how cosmetic dentistry is fast becoming the norm rather than the exception.



To put this growth into perspective, according to one survey, some popular procedures such as teeth whitening and inlays/onlays have risen by over 300% since the turn of the millennium.

## **The rise in cosmetic dentistry – A brief history**

The last 30 years have seen a dramatic increase in Cosmetic Dentistry. In 1989 the first commercial home tooth whitening products were marketed. The increased usage of tooth-colored restorations, whitening and veneers created a new era of cosmetic dentistry in the 1990’s. Advances in technology enabled dentists to create results never before possible.

During this time, the media also began to focus more on people’s teeth. In 1997, Newsweek Magazine was caught digitally altering the teeth of a septuplets mother who appeared on their cover to make the photo look “more attractive.” The TV show “Extreme Makeover” had dentists become the key doctor in selecting candidates for their show.

As cosmetic dentistry increased, so did the information available about what makes a good smile. Scientific Studies have shown what people notice about smiles. Ultimately, people have become more aware of the fact that they no longer had to put up with a less than perfect smile. Knowing this can help dentists and patients make good decisions about what to change with cosmetic dentistry.

What's more, improved treatments mean that the vast majority of cosmetic dental procedures are minimally invasive and pain-free, meaning little or zero recovery time is needed. Ultimately this fits right in with our busy 21st century lives.

So if you don't like the color, shape, symmetry, or spacing of your teeth, the evenness of your gums, the lines and wrinkles when you frown, or the volume of your lips, then people like me can help you do something about it with as little fuss as possible. That's the power of cosmetic dentistry!

## What Makes a Great Looking Smile?



- **Color – White and even color of all teeth**
- **Straight**
- **No Gaps or Spaces**



- **Shape**
- **Smooth and even edges.**



- **Gumline**
- **Lip volume**
- **Level with face**



## Section 2 – What Makes a Smile Look Unattractive?

There are certain things that draw our eye towards a smile. You may notice it, or see it in pictures you have taken. But, there are specific problems that cause a smile to stand out and look unattractive.

- **Color: Stains, Darker Teeth or One Dark Tooth**



- **Crooked Teeth**



- **Gaps or missing teeth**



- **Dark spaces**



- **Shape - teeth have too much of a triangle shape**



- **Edges of Teeth: Uneven or Rough Edges:**



- **Gumline: Recession or excess gum tissue**



- **Lip volume: Thin, rolled in lips caused by tooth and bone loss**



Personal Preferences always come into consideration, but these things have a constant negative effect on how people perceive your smile.

***What spoils a great looking smile?*** – Certain factors spoil the look of a great smile

- **Decay and Gum Disease**
- **Aging**
- **Lack of routine dental care**
- **Poor oral hygiene**
- **Smoking**
- **Disease**
- **Medications**
- **Genetics.... all play a part.**

So, to sum up...

Many factors, some of which are outside of our control, can have a damaging affect on our smile. However many people who have undergone cosmetic dentistry feel...

- **More attractive**
- **More confident with an improved self esteem and...**
- **More youthful in appearance**

But in addition, cosmetic dentistry when used in conjunction with restorative dentistry has the ability to change the physical and mental well-being of a person and that is perhaps the most important factor. So if you're feeling less than impressed with your smile then know this.... No matter how bad you think it looks, a skilled cosmetic dentist has the ability to change it!

When true facial aesthetic design is perfected, even the most simplest of treatments can result in some pretty spectacular transformations. Elements such as ultra thin veneers for evening up tooth size and color, anti-wrinkle and filler injections to enhance the smile, laser gum contouring to restore perfect smile balance, and teeth whitening to brighten up yellowing teeth, can all make a huge physical and psychological difference to anyone suffering the effects of the aging process.



Professional chairside or take-home teeth whitening treatments can safely help to whiten the teeth to a desirable brighter, whiter, and more attractive shade. These are not to be confused with over-the-counter products such as whitening strips and gels etc. Instead these products and services are only available at your dental office and offer a quick and effective solution to achieving that perfect smile.

Chairside treatments (as the name suggests) are carried out while sitting in the dentist's chair and can often be slotted into a lunch hour, while take-home treatments are designed to be used over a period of days/weeks in the comfort of your own home. Combined they make for an easy and hassle-free solution to achieving that all important brighter, whiter smile.

In the next section we're going to delve more into the types of cosmetic dental treatments available and what they involve, so see you there.

For those with moderately stained teeth, a course of teeth whitening can often restore a great looking smile. But what about those people who have deep ingrained staining? They can opt for other treatments such as dental bonding or porcelain veneers which cover and protect the tooth surface leaving the patient with a perfectly white smile. We'll look more into these treatments later.

### Section 3 - Cosmetic Dental Procedures – The Lowdown...

Before we delve into the 'meat and potatoes' of what cosmetic dental treatments are available it's about time we cleared something up...

There's a big misconception that cosmetic dentistry deals solely with the aesthetic side of looking good and that it isn't really a necessity for a healthy mouth. However what you should know is that with the exception of whiter teeth, everything else needed to have a healthy mouth is also what makes a smile look great.

If you stop and think about it for a second, there's more chance of crooked teeth developing gum disease because access to them is likely to be impeded when brushing and flossing. What about an uneven bite? Problems with the bite can place unnecessary pressure on areas of the teeth causing them to fracture and break. Even a missing tooth that isn't in the smile line can have a knock-on effect on the rest of your healthy teeth, causing problems and issues over time.

Sure, cosmetic dentistry may seem like it's all about 'prettying up' your smile but in many respects it's essential to your overall well-being. If it just so happens to make you look younger, feel more attractive and...improve confidence, then surely that's the icing on the cake right?

However before you rush out and book a consultation with the first dentist you come across, there is an important caveat, and it's this... Ensure you choose your cosmetic dentist wisely!

Why?

It perhaps wasn't a coincidence that post treatment dental problems increased during the early part of the 1990's as this mirrored the rapid rise in cosmetic dentistry at the time. It's well known that many so called 'cosmetic' dentists of the time were making teeth too long with veneers.

This not only led to a breakdown of the tooth, but also to gum disease and joint pain. As a result, if you decide to seek help from a cosmetic dentist to improve your smile, ensure that they are properly trained in the area of cosmetic dentistry.

Don't worry... we'll go into more detail about how you can find the perfect cosmetic dentist for you in a later section, but in the meantime, let's get back to the job in hand... what dental treatments are considered cosmetic and what they can do for you?

## ***Dental Bonding***

Dental bonding, otherwise known as tooth bonding, gets its name from the fact that dental resin is bonded to teeth using adhesive materials together with a high intensity curing light. The tooth colored bonding materials can be used to conceal discolored or chipped teeth or to protect a section of the tooth root when gums recede. It can even be used to close any slight gaps between teeth. However it's most often used as an alternative replacement for silver amalgam fillings.



What's the procedure?

Tooth bonding takes little or no preparation and in most cases the use of anesthetic isn't generally needed. The cosmetic dentist will color-match the resin to your existing shade of teeth for that perfect seamless look. Next the tooth is roughened slightly then a conditioning liquid is applied to help the bonding material adhere. After applying the resin to the tooth, it's molded to the ideal shape. A bright light then hardens the bonding material in seconds. After the material has properly hardened, further trimming and shaping is carried out and finally, the area is buffed up to ensure the best possible look.

Where do I start?

A consultation with your chosen dentist will determine what course of action to take. They'll conduct a thorough examination of your teeth and make suggestions based on their findings. In essence, dental bonding is one of the cheapest and most common dental procedures and can normally be carried out in just one short visit. It requires little or no tooth enamel removal making it a minimally invasive procedure.



## ***Teeth Whitening***

As stated earlier in this guide, professional teeth whitening shouldn't be confused with over-the-counter gels, toothpastes and whitening strips. It's kinda like trying to compare apples and oranges. Professional teeth whitening uses higher quantities of carbamide or hydrogen peroxide designed to whiten teeth faster, but safer. As an example, professional teeth whitening products typically use concentrations of between 25% and 40% whereas over-the-counter whitening products contain somewhere between 4% and 10%. There are in effect two types of professional teeth whitening

- **Chairside teeth whitening**
- **Teeth whitening take-home kits**



What's the procedure?

Chairside teeth whitening as the name suggests involves being treated chairside at the dental office. The procedure starts by the dentist first covering the gums and exposing the teeth. A whitening gel is then applied. Depending on the brand being used this may be activated with a light wand and left on for 10 minutes before rinsing off to check the progress, and then repeating over again until the desired shade of whiteness is achieved (usually within 60 minutes). Alternatively some whitening gels are applied and left on for a total duration of 60 minutes before being rinsed off to reveal beautiful white teeth. No light activation is used.

Take home whitening kits are designed to be worn in the comfort of your home. Firstly molds are taken of the teeth so that bespoke acrylic trays can be fabricated. Once these have been made the patient collects them along with a measured amount of whitening gel. The trays which are worn over the teeth are filled with the gel and worn for a measured amount of time. In some cases this may be overnight, or in others, for a few hours a day until the degree of whitening is achieved.

In addition, professional take-home kits are used in conjunction with chairside teeth whitening as a 'top up' treatment to help patients maintain their bright white smile.

Is it safe to use?

Professional teeth whitening products can only be administered by a dentist in the dental office or dispensed by dentists for home use. As such they're perfectly safe to use. In addition, products have been honed over the three decades that they've been in circulation and the procedure is now the number one cosmetic dental treatment on the planet. In fact almost everyone who undergoes treatment sees an improvement in the brightness and whiteness of their smile.

### ***White Fillings***

Also known as 'bonded fillings' white composite fillings can repair cavities or imperfections without having to alter the natural look of your teeth. In addition bonded fillings are also increasingly used to replace older silver amalgam fillings to create a seamless brighter appearance.

What's the procedure?

It is pretty much the same procedure as for dental bonding. First the tooth is cleaned to remove any debris, e.g. dental plaque, tartar etc... The resin is then color-matched to the rest of your teeth. Next the conditioning liquid is applied for around 15 seconds to help the bonding material stick, then the composite material is placed, hardened, and finally polished. The whole process is minimally invasive and is complete within 20 minutes or less.

The conclusion

Bonded white fillings are the standard cosmetic dental procedure. They restore full functionality to broken, damaged, or imperfect teeth while at the same time, helping you to maintain that perfect smile.

### ***Cosmetic Orthodontics***

This is cosmetic dentistry remember and that means achieving great results without having to wear a noticeably full mouth of metal. Instead modern orthodontics can utilize a series of discreet treatments such as ceramic tooth colored braces, and clear aligners to achieve perfect flawless results. What's more in many cases, accelerated treatments can deliver straighter teeth in a matter of weeks - just in time for your big day or event.



Before and After Cosmetic Orthodontics

Who's the ideal candidate?

If you have mild to moderate gapping, uneven shaping, or crooked teeth then accelerated or discreet cosmetic orthodontics can help. Even mild to moderate bite issues can be corrected in a discreet fashion. New technologies in orthodontics means that you'll see quicker results and even better, nobody needs to know that you're actually wearing them.

How do I choose the right orthodontic treatment for me?

Your dentist can help you choose an orthodontic treatment based on your dental needs, lifestyle, requirements, and of course budget. It's worth remembering that many dentists offer flexible payment plans where the costs can be spread over a number of months. Each type of treatment has its own set of requirements which you'll have to adhere to in order to achieve perfect results in the given time frame, but this is something that will be explained before treatment commences.

How long does treatment take?

Most Cosmetic Orthodontic Treatments can be performed in 6-9 months or less. This depends on the amount of movement you need to achieve your desired smile.

The results

Something as simple as straightening a crooked tooth, closing a slight gap, or streamlining a smile can have a huge positive impact on the overall look of a person and when that happens, confidence and self esteem often increases.



## Veneers

You wouldn't think that something so simple as a thin shell-like layer of dental porcelain could make all the difference to a smile, but that's the power that veneers can bring. Porcelain veneers otherwise known as porcelain laminates are used to cover a wide variety of dental problems including intrinsic (deep down) staining, worn down or chipped teeth, crooked, misaligned, or gapped teeth. Dental veneers are individually made for each patient and when fitted properly will closely resemble natural teeth enamel. Thanks to their natural appearance and their propensity to fix a number of dental problems, they're one of the most popular cosmetic dental treatments available today.



What's the procedure?

Firstly the enamel on the offending tooth is trimmed back usually between 0.5 – 1mm. This is so that when the veneer is placed on top, it sits flush with the rest of your teeth giving a natural streamlined look. For this reason it's worth pointing out that this process is not reversible. In most cases a small dose of anesthetic will be given to ensure total comfort. Next the dentist determines the right shade of veneer to match your teeth using a shade guide. They can even make slight changes in color to different parts of the veneer to 'exact-match' your teeth. Once trimming is completed, an impression is taken and from this, your new veneer is fabricated.



Your temporary smile

Because veneers are a permanent fixture, in many cases but not always, dentists may mock up temporaries so that you can try out your new smile for a few weeks. This is so that any adjustments can be made to ensure the best comfort and fit before the permanent veneers are fitted. At the final appointment, the temporaries are removed and the permanent ones stuck into position using a strong bonding material.

Finally once in position and bonded, the veneer is shaped, trimmed, and buffed up to create a perfect smile that you can be proud of.

To see for yourself, check out some before and after pictures of dental veneers and see how these little jewels can work their magic on a smile.



### ***But wait...there's more!***

Modern-day dental porcelain is strong, so provided you don't start opening bottles with your teeth then you can expect your veneers to last somewhere between 10-20 years. In addition porcelain offer superior stain resistance, so you don't have to worry too much about the odd cup of coffee or glass of red wine. Finally, once in place, veneers are pretty much hassle free. Just brush them like you would your natural teeth.

### The key takeaway

There are other forms of veneer besides porcelain such as those made from composite resins and these are usually less expensive. It's worth pointing out that the main reason people have veneers fitted is to improve the look of their smile and with porcelain veneers, the results can be pretty dramatic within a couple of appointments,

## Inlays and Onlays

If you have damage to your back teeth such as cavities, hairline cracks, or uneven tooth surfaces then you might want to consider dental inlays or dental onlays. They're commonly made from tooth-colored resin or porcelain and are designed to cover the damaged area.



So what's the difference?

Inlays are used when the problem is restricted to just the central part of a back tooth. For this reason it's designed to fit exactly 'in' to the area. Conversely an onlay is bigger and is used to repair a larger area or even the whole biting surface of the tooth by fitting over or 'on' to the damaged surface. Because of this fact they're often referred to as partial crowns.

### The procedure

Whichever option is best, a good cosmetic dentist will ensure perfect fit and blend so you or anyone else will be hard pushed to notice the difference. What's more, the procedure is virtually identical for either type. Firstly the tooth is cleaned and prepared by removing any decaying areas. The restoration color is then determined and impressions are taken. These impressions are then sent to the lab and used to create the custom-made inlay or onlay. In the meantime a temporary restoration is positioned to protect the tooth from further damage. When the permanent fixture is ready the temporary one is removed and the permanent inlay or onlay is placed.

### *The benefits*

Aside from an improved appearance inlays and onlays have a number of other significant benefits including restoring the natural tooth strength, preserving the natural tooth, improving tooth color and remaining durable. In fact inlays and onlays are a great way of allowing you to continue to smile with confidence.

## ***Dental Implants***

Implant-based restorations are arguably the most significant breakthrough in dental history. They can be used to replace a single tooth, as support for a bridge to replace several teeth, or as part of a framework for a denture to replace entire arches of missing teeth. But not only that... because implants are designed to be anchored directly into the jaw bone, they halt the issue of natural bone shrinkage that occurs after tooth loss. So while dental implants have the ability to restore full chewing function, they can also turn back the years making the wearer appear younger.

Implants were once the preserve of the rich and famous, but since the turn of the millennium, more information has been made available about them, particularly their huge benefits over conventional missing tooth replacements. Because of this, they've become increasingly popular and as it stands, according to the American Dental Association, more than 3 million people have been fitted with dental implants and that number is increasing by around 500,000 per year.

*So what's the big deal about them?*

Firstly implants are long-lasting. Did you know the first implants placed into a human being in 1965 lasted a little over 40 years until the patient's death in 2006. While there are a myriad of factors that can impact on implant longevity, if cared for, they can last considerably longer than any other form of missing tooth replacement.

Secondly, they're incredibly lifelike. Ask yourself this... When was the last time you noticed someone sporting a dental implant? I'm guessing that unless you're a dental professional (in which case you probably wouldn't need this guide:-) the answer is never!

Thirdly, they're about as durable as replacement teeth get. On average the bite force of a dental implant is somewhere between 80% and 90% of your natural teeth. This means that you can eat a full and varied diet without having to worry. When you compare that to a conventional denture worn in the lower jaw, the bite force is often reduced to less than 20% of your natural teeth.

So now you know what all the fuss is about, let's take a look at what it entails.

*What's the procedure?*

It all starts with a consultation whereby your dentist will determine whether you're a good candidate. Basically this means that you need to be in relative good health and have a healthy mouth (e.g. no gum disease). Assuming this is the case, then a treatment plan is drawn up.

Next is the part of the treatment that most people are apprehensive about and that's the fitting of the dental implant itself. However the process is relatively quick. If conventional titanium implants are used, then once the implant is placed into the jawbone it's left to heal for a period of 3-6 months to allow the surrounding bone tissue to fuse with it. This creates a super-strong platform to support the prosthetic tooth or teeth. During this period the process will be monitored with regular visits to the dentist, but in between, patients can carry on with their normal lives.

When bone fusion (osseointegration) is complete, patients are again called back to the dental office to have the abutment part of the implant fitted. This is a vital part of the process and forms the connection between the implant and the prosthetic tooth. It acts as a shock absorber cushioning the bite force so that the implant doesn't get damaged.

Finally some weeks later the permanent false tooth is fitted into position.

With conventional dental implants the process as a whole takes somewhere between 3-9 months to complete depending upon the healing abilities of the individual. If however you can't wait that long, there are other dental implant procedures known as 'immediate loading' where the implant, abutment, and prosthetic tooth are placed during the same procedure.



For example the SMILE Technique allows for tooth extraction, implant placement and crown placement at one visit. Although this might not be suitable for everyone, your dentist will help you to decide which is best for you.

### *The bottom line*

Dental implants are ultimately the best way to replace a missing tooth or teeth. Not only are they cost effective in the long-term, they are by far the most natural looking, and (after the initial fitting) hassle-free treatment available. They have the ability to restore a great looking youthful smile, bring back confidence, and improve an individual's self esteem. But not only that... because patients can eat whatever they like without worry, dental implants can also contribute towards better overall health rather than impinge upon it, so surely...that has to be the most important thing!

## **Gum Contouring/Grafting**

So what makes the perfect smile? Evenly spaced, bright white teeth for sure, but what about gums? Too much or too little gum and you could say that it throws the smile right out of proportion. Gum contouring, also known as gum reshaping or tissue sculpting can even out a gum line giving the patient a smile that they can really be proud of.

So what causes gums to appear too much or too little?

Too much gum for example can make your teeth appear small. This can be the result of genetics, the taking of certain prescription drugs, or a particular health problem. When gums are too high and make your teeth appear long, this is usually as a result of gum loss. A condition where the gum shrinks due to dental decay and/or tooth loss.

*So why opt for tissue sculpting?*

In many cases gum contouring is not medically necessary and for many people it's carried out to enhance a smile. For others gum contouring is carried out as part of larger periodontal and regenerative procedures. Irrespective of your motives, gum contouring is a quick non-surgical process that can deliver amazing results.

*So how does it work?*

Performed chairside in the dental office, after administering anesthetic, dentists will often use a small laser to cut away the gum. The wand heat-seals the tissue as it cuts so more often than not, there's no trace of any blood. The whole process should take under an hour from start to finish and recovery is relatively quick. The dentist will give you directions on the best course of action to promote recovery.

*Gum Grafting:*

Gum recession can create cosmetic problems as well as sensitivity and tooth decay or even tooth loss. Grafting procedures include Pin Surgical Technique, Connective Tissue Grafts and many others.

*So why opt for Gum Grafting?*

Grafting can restore and regenerate recessed gums or prevent further recession. Pinhole Surgical Technique Grafting corrects recession with no scalpel and no incisions.

*So how does it work?*

For Pinhole Surgical Technique grafting, a small pinhole is made above the recessed



If you're unhappy with your gummy smile, or rather your distinct lack of gums, the good news is that people like me can help. So talk to your dentist about your problems and before long, you'll have a fully restored, great looking smile.

## **Smile Makeover**

So you're not happy with the way that your smile looks! Well rather than one simple designated treatment, a dentist might suggest a series of treatments. Collectively this is known as a smile makeover.

Some people need multiple changes to the way their smile looks. This could be because of disease, trauma, or an accident. A smile makeover includes a variety of treat-



ments all designed to restore a smile. This may be something as simple as teeth whitening followed by some facial rejuvenation to plump up the lips and soften wrinkles; or, it might involve something more complex like implant-based restorations to restore multiple missing or broken teeth, plus gum tissue sculpting to enhance the new teeth.

A pleasing smile can be attributed to harmony of tooth color, size, contour and symmetry with the rest of the patient's face and a full smile makeover can achieve just that. By utilizing a series of cosmetic dental procedures to correct problems such as

- **Tooth color**
- **Spacing and alignment**
- **Harmony and balance**
- **Missing teeth**
- **Thinning lips and sunken cheeks**
- **Uneven tooth length**

a skilled cosmetic dentist can give their patient the dazzling smile they've always wanted.

*So how does the process work?*

Using a combination of dental imaging software, before and after photos, and dental study models, dentists can show patients exactly how their smile will look after a series of treatments. Once agreed on what needs to be done, a full treatment plan is drawn up. Treatments are then carried out over a designated period of time until the smile is complete. This can take anything from weeks to months depending upon whether you need a quick smile fix before your wedding, or a full smile reconstruction after trauma or an accident.

- Before -



- Digital Smile Preview -



- Final Result! -



Despite the varying array of treatments and time differences, one thing remains the same. If done correctly, a full cosmetic dental makeover is a work of art that the patient can successfully wear for many years to come.

So there you have it... that's the lowdown on cosmetic dental procedures and what to expect; but there's one thing missing... with all these treatments on offer, how do you know which treatment is right for you? In the next section, we'll address this in more detail. See you there!

## Section 4 -Which Cosmetic Dental Procedure Is Right For Me?

According to a recent survey into why people seek cosmetic dentistry help, many cite personal reasons as justification for undergoing treatment. Here are some of those considerations:

- **89% want increased self esteem and/or attractiveness as the #1 number one reason.**
- **23% wanted to improve their career opportunities.**
- **50% want to look or feel younger.**
- **16% want to improve relationships.**

Of course, the good news is that the right cosmetic dentist can help you to achieve all of these things but the question is...how do you know which treatments are right for you? After all, some treatments like chairside teeth whitening are super-quick, others like implant-based restorations require surgery, while others such as orthodontic treatments require a great deal of commitment on your behalf. Let's dive in and take a closer look...

### ***Surgery vs Non-Surgery***

While most treatments are minimally invasive, procedures such as dental implants do involve surgery. This being the case, you need to ensure that you're in relatively good health. This is something you'll need to think about, especially if you're considering going 'under the knife'.

Of course, along with any surgical procedure comes a degree of recovery time. While some procedures are straight forward and may even see patients returning back to work within 1-2 days, others may be more in-depth and therefore recovery time will usually take longer. With this in mind you may also need to ask yourself if you are happy to, or can afford to take the required time off in order to convalesce.

### ***Desired Results***

How your smile looks now compared to how you would like it to appear is going to have an influencing factor on the type of treatments you have. It may be that you need several treatments that combine to give you the smile you want - think smile makeover. This being the case, time will need to be set aside over a period of months to achieve the desired results.

Alternatively you might simply decide you need a quick touch-up in time for a big event like a family gathering, job interview, or a date. This being the case, chairside teeth whitening and a spot of facial rejuvenation may suffice. So when you're thinking of the type of cosmetic procedures you need, consider how you want your end smile to look.

**Top tip** – Why not take in photos of desirable smiles to your consultation. This way your cosmetic dentist can see first hand what it is you want to achieve and suggest the treatment/s that will be needed.

### ***Type of Maintenance Required***

It's worth noting that not all treatments offer permanent solutions. As an example chairside teeth whitening will give you a brighter, whiter smile but how long it lasts depends upon what you choose to eat and drink, plus any lifestyle choices you make such as smoking. For some people, the whitening effect may last a year, but others may need top up sessions every 4-6 months. On the contrary, treatments such as dental veneers offer a more permanent solution but the initial cost is likely to be higher.

So if you're happy (as many people are) to pay for regular top up treatments then that's perfect. If you prefer a more permanent solution, then remember to mention it to your cosmetic dentist and they will discuss the alternatives with you.

### ***Budget***

Naturally, budget will play a big part in any decisions regarding the type of cosmetic dentistry treatments you want. Treatment costs will vary ranging from simple procedures such as dental bonding costing 250-850 per tooth, right up to full smile makeovers where prices can easily be calculated in the thousands of dollars; so always make sure you're aware of costs before you start. Any cosmetic dentist worth their salt should be upfront and transparent about pricing, so with this in mind you might need to weigh up whether the initial cost is worth the outcome. If for example you spend a few thousand dollars on achieving the perfect smile that will give you back your self confidence, then to you it's definitely worth it. Alternatively, if you're in need of a quick touch up to enhance your existing smile, there are probably better and cheaper treatments that may suffice.

**Top tip** – It's always a good idea to be upfront with your cosmetic dentist regarding your budget. That way they can suggest treatments that can make you look great without costing the earth.

## ***The key takeaway***

The main point to take away from this section is the fact that irrespective of the condition of your smile, a highly experienced cosmetic dentist will be able to suggest any number of treatments that not only make you look a million dollars, but fit right in with your requirements.

Now that you have an idea of the type of cosmetic dental procedures available, what they entail, and how to choose the right ones for you, we're going to talk more in the next chapter about how to find yourself the perfect cosmetic dentist. So I'll see you on the next page!

## **Section 5 - How To Choose The Right Cosmetic Dentist**

Firstly I'm going to tell you that despite the fact that we've been using the term 'cosmetic dentist' since the very start of this book, you have to know that there is no dental specialty called 'cosmetic dentistry' or 'aesthetic dentistry'. For this reason, any dentist can claim themselves to be a cosmetic dentist without needing any specific training or skill requirements.

A quick google search will reveal many groups that claim to be either 'cosmetic' or 'aesthetic' and this gives the illusion of a university trained specialist. However, this just isn't the case. So the question is, if anyone can call themselves a cosmetic dentist, how do you know the person you choose is able to do all they say they can?

The answer is that when choosing a professional to perform any kind of cosmetic dentistry treatment, you should pay close attention to the following factors....

### **Experience**

In the dental industry, experience is key. Methods and technology change all the time, so you need an industry professional who keeps themselves up to date with any ongoing training. There are numerous well-respected educational training programs in the area of cosmetic dentistry so look for people who have attended these programs.

## Viewing Work

Ask your chosen dentist to show you some of the work that they've carried out. Just like any artist would want to showcase their work in a gallery, a skilled cosmetic dentist would be proud to do the same. In fact many dentists are happy to post before and after pictures either on their websites or specific smile galleries. In fact I'm going to post some of mine right here...after all there's nothing wrong with a shameless plug every now and then :-)



## Volume of Patients

Ask the dentist how much of his or her practice is devoted to cosmetic dentistry. This way you can see if it's their main focus. Don't be afraid to talk patient numbers. Naturally the more patients they've successfully treated, the more likely they'll deliver consistent results.

## Testimonials

While testimonials may look great on the dentist's actual website, it would be even better if the dentist in question had a list of other patients who have happily agreed to give referrals and who you could call to speak to about their experiences. These patients will be able to give you a greater insight into what to expect, before, during, and after the treatment and you may be able to get a better feeling for how they work.

## Transparency and honesty

Any dentist worth their salt will be happy to answer any questions you have, so if they are less than forthcoming with answers, cagey about their pricing strategy, or have tried to hide or ignore less than perfect reviews, then you shouldn't think twice about giving them a wide berth. Conversely, any dentist who is open, honest, and transparent about their business and how they can help, probably deserves a closer look.

## Technology and standards

First impressions are everything, agreed? So when you walk into a dental office for the first time is it clean, fresh, and tidy? Does the equipment look clean and modern, or does it look like it belonged in a 1970's sci-fi movie. What about the staff - are they approachable and friendly? Does everyone appear to be organized, or is it a case of organized chaos? These first impressions will be a good indication of what's to come, so ensure they deliver on all counts.

**Top tip** – Why not ask for a quick tour of the dental office? Again, this all goes back to being open and transparent, but any dentist wanting your business will be only too happy to oblige.

## Gut Feeling

Finally, after making a shortlist if you have several dentists still in the running, then you may want to listen to your gut! Are they the type of person that puts you right at ease? Are they caring, friendly, and professional? Most importantly, can you get on with them? While you clearly don't have to be best buddies, chances are that you might be spending a lot of time with them, so you'll need to feel comfortable in their presence.

Hopefully, this has given you all the tools you need to choose the right cosmetic dentist; but what then? You've booked a consultation and now it's the waiting game. Before panic sets in and you have second thoughts, in the next section we're going to go through how to take your first tentative steps. So don't worry, keep calm, take a deep breath and relax. I'll see you on the next page.

## Section 6 - The First Tentative Steps

Whether you're needing a quick chairside teeth whitening treatment or a lengthy process to improve your smile, the wait can be an anxious time. However if you've followed the steps above and chosen the right cosmetic dentist then you'll be in safe and secure hands. Besides, for many people, a vastly improved smile can be life changing - one that can open many doors. So trust me when I say that if you're not happy with your smile, you're definitely doing the right thing!

Great! Now that we've cleared that up, let's take a closer look at what you can expect...

### ***The Consultation***

Okay, so if you've done your homework, you'll have already met your dentist and visited their office, so the first consultation should feel relatively relaxed. When you walk into their office, the first thing any cosmetic dentist will do is to listen. This is where you get to talk about your smile, what you like and don't like, and what you hope to achieve.

By paying close attention to what you're saying and asking a few relevant questions, your dentist will gain a better indication of what treatments are right for you. For example, do you simply want to brighten your smile, or are you looking for more extensive and permanent treatment?

### ***A dental cosmetic consultation – What to expect?***

- **Evaluation of your smile - Looking at your smile with a dentist to identify what are the key issues affecting your smile.**
- **Asking the dentist if the end result you want is possible.**
- **Seeing the dentist's work on patients with problems similar to yours**
- **Bring photos of how you looked in the past or how you'd like to look in the future**
- **Ask the dentist to create a digital smile preview**
- **Asking and answering questions**
- **Explaining treatment options**
- **Estimation of timescale**
- **Pricing**

After your initial consultation, a full in-depth examination of your mouth and projection of the final result should be the next step. If you are making a major change in your smile, make sure that the dentist is able to provide a provisional change to ensure that you will be happy the permanent changes and that no surprises will happen when get to the final result.

After a Comprehensive examination, the dentist will discuss in detail the treatments they can perform. They may even utilize a digital smile preview so that you can see first hand exactly what your smile may look like after treatment. In addition they'll also discuss your treatment options, what you can expect, and of course... the costs involved.

During this time it's probably a good opportunity to ask any questions or air any concerns you might have. The cosmetic dentist will welcome any questions and should be able to put you at ease.

Once you're happy to proceed, the dentist will create a treatment plan. Depending upon your smile goals, your plan may involve a single treatment or a whole bunch of procedures carried out over several appointments. It should list when treatments will be undertaken and in what order, and should include a start and end date. This way you know that in 2 weeks, 2 months or 1 year's time, you'll have achieved the smile you really want.

**Top Tip** – If you're making major changes to your smile, always confirm that your dentist is able to provide provisional changes to ensure correct comfort and bite before any permanent fixtures are placed. By doing so it ensures that you'll have no nasty surprises when the final fitting takes place.

## **What to Expect From a Cosmetic Procedure**

The first thing to remember is that modern day dentistry focuses heavily on the patient experience, so if you haven't visited the dentist for some while (apart from your previous consultation of course) rest assured the dentist will put you at ease.

Even if the procedure is relatively quick, the dentist should provide you with a full explanation of what they are about to do/doing. This way you'll know exactly what's going on at any time. If for example it's a minimally invasive treatment such as dental bonding or veneers you should have a good understanding of exactly what is happening at the time it's being performed. Conversely, if it's a surgical treatment such as dental implants, then you'll usually be sedated using the latest conscious sedation techniques. Either way, any treatment should be pain free.

## A Good Touch

The right dentist will have a good chairside manner and a gentle and skillful touch. Understanding how patients feel is vital and a good dentist should be flexible in the way they approach a treatment in order to accommodate the feelings and needs of each patient. As such, they should be constantly checking in with you to ensure that everything is okay and that you're comfortable.

Finally after the procedure is over, the dentist should give you clear and concise after-care instructions. These may be to aid a speedy recovery, to maintain best effect, or to keep any restorations in the best possible order – Whatever it may be, the idea is that you should leave the dental office knowing exactly what you need to do.

So there you have it, now you know everything there is to know about cosmetic dentistry and what to expect. In the final section we're going to quickly run through all the key points from this guide, so you have an easy-access summary of how cosmetic dentistry can help you.

## Section 7 - Everything You Need To Know About Cosmetic Dentistry - The Key Takeaway

While a smile can make you feel great it's worth remembering that no one perfect smile exists. Instead there's a window of parameters which creates the perfect look. Within the so called 'smile sweet spot'

- **Symmetrical teeth**
- **An even gum line**
- **Full lips**
- **An even smile level and...**
- **Bright white teeth**

all play their part.

The ideal smile has been proven to :

- **Appear more attractive**
- **Portray feelings of sincerity and happiness and**
- **Lift the mood of others around**

yet 20% of all Americans state that they aren't happy with their smile. This coincides with the recent rise in cosmetic dental procedures where treatments such as dental veneers and dental bonding have risen by over 300% since the turn of the millennium.

Remember.... although there is no dental specialty known as 'cosmetic dentistry', there are many dentists who are well experienced and well versed in cosmetic dental procedures. So, if you're not happy with your smile or feel ashamed of your teeth, then it really is okay to say something to your local cosmetic dentist.

Given the right skills and experience, they have the ability to totally transform your smile. This in turn can restore self confidence, self esteem, and can even open many doors.

Cosmetic dental treatments range from quick sessions of chairside teeth whitening, through to dental veneers, cosmetic orthodontics, and dental implants. It even incorporates non-surgical facial rejuvenation techniques such as wrinkle reduction and lip fillers. However finding the right cosmetic dentist to help transform your smile is key. Factors such as..

- **The experience of the dentist**
- **Transparency, honesty, and friendliness**
- **The modernity of their dental office and**
- **A great chairside manner**

are all vital in making this happen.

From the first consultation through to the final treatment, the right cosmetic dentist will make you feel at ease, keep you informed, have a good and skillful touch, and be patient aware; all while undergoing your smile transformation.

Perhaps the most important point of all is that in this day and age, you shouldn't have to put up with a less than perfect smile. So if you're not happy, then it's good to know that you can change it. Remember the right smile creates more than just attractive looks, it changes lives and surely that's something well worth considering!

If you're in need of a smile transformation then come and experience the best in cosmetic dentistry with me - Dr Linger. As a highly experienced dentist, I've trained with some of the world's most influential figures in cosmetic dentistry. I also have extensive experience with aesthetic reconstruction, dental veneers, and dental bonding and as a result I've helped many patients achieve dramatic results.

**In fact, I created every smile in this book.** All of the before and afters and every smile you see in this book is from one of my patients. So, what are you waiting for? Visit my website at [www.DrLinger.com](http://www.DrLinger.com) and get a free smile evaluation today.