

The Art Speaks for Itself

What You Need to Know About Cosmetic Dentistry

John A. Moore, Jr., DDS



Copyright © 2017 by Dr. John Moore, DDS. All rights reserved.

This book or any portion thereof may not be reproduced or used in any manner whatsoever without the express written permission of the publisher or author except for the use of brief quotations in a book review.

For more information, please write to:

SmartBox

819 Mount Tabor Road, Suite 300
New Albany, IN 47150

Toll Free: 888.741.1413
Fax: 502.371.0659

Or

John A Moore Jr DDS
5837 Babcock Rd
San Antonio, Texas 78230

Toll Free: 888.741.1413 or (210) 696-1220
Fax: 502.371.0659 or (210) 696-6861

Email: colin@smartboxwebmarketing.com or john@33smile.com

Website: www.smartboxwebmarketing.com or www.33smile.com

Facebook: www.fb.me/SmartBoxWebMarketing

Twitter: @creceveur

YouTube: www.youtube.com/SmartBoxWeb or www.youtube.com/33smilesanantonio

This book is not intended to replace the advice of a trained health professional. If you know or suspect you have a health problem, you should consult a health professional. The author and publisher disclaim any liability, loss, or risk, personal or otherwise, that is incurred directly or indirectly as a consequence of the use and application of the contents of this book.

Printed in the United States of America

First Printing, 2017

This book is dedicated to my wonderful parents, who didn't bat an eye when I told them
I wanted to make a living by putting my hands in other people's mouths.

And to my wonderful wife, Carol, who has been my rock these many years.

And to our three children: Johnny, Jason, and Lauren. You do us proud.

Finally, to my patients: I couldn't have done it without you.

Contents

Foreword	Brett C. Reeve, DDS
Introduction	At the Intersection of Art and Science
Chapter One	When Anatomy IS Destiny
Chapter Two	Not All Cosmetic Dentists Are “Choice”
Chapter Three	What Today’s Cosmetic Dentistry Can Do for Your Smile
Chapter Four	Put Your Best Smile Forward with Porcelain Veneers
Chapter Five	Dental Crowns, Bridges, & Implants
Chapter Six	Moving Teeth with Orthodontics
Final Thoughts	
Before & After Gallery	
Appendix A: Random (Rebel) Thoughts	
Appendix B: More Detailed Case Studies	
About the Author	

“Dr. Moore is fantastic! An artist and the best cosmetic dentist in the country! We tried others and were so disappointed ... and have never seen or had a better smile since having him redo what others had messed up almost 10 years ago. Don't waste your money or time anywhere else!”

– Lisa

“I had an excellent experience with Cosmetic Dental Associates. The staff is wonderful! They are all really nice. I know them all. I had two eight-hour sessions. I had major work done. I wanted to get it all done quickly instead of making several trips. All the other dentists wanted to do one or two teeth at a time, but Dr. Moore agreed to do everything I requested. They really helped me feel comfortable the entire time. It was a life-changing experience because I had my teeth fixed and it changed my life positively. I became more confident. I was able to smile nonstop. Dr. Moore was very professional. I consider him as an artist. When I looked in the mirror for the first time, I literally cried. I would say Dr. Moore created a piece of art with my teeth. The staff and Dr. Moore were so supportive. I really appreciate them.”

– David

“I have been a patient for over 15 years. The staff are professional and attentive. Dr. Moore is an artist and I wouldn't go anywhere else!!!”

– Nita

“Dr. Moore did what I thought couldn't be done and changed my life. Truly. I was never proud of my crooked teeth and would rarely smile. I had an underbite too, but through Invisalign he not only changed my teeth and my smile but my confidence as well. I love my teeth now. They are so straight and white and people now tell me that I have a movie-star smile. Love that! Definitely recommend Dr. Moore and his expertise. I know that another dentist could not do what he did.”

– Daphne

Foreword

By

Brett C. Reeve, DDS

I was privileged to be mentored by Dr. John Moore early in my dental career. It was there that I witnessed first-hand his diverse, unique, multi-faceted, artistic capabilities. His experience working as a laboratory technician enabled him to understand both dental anatomy and the properties of dental materials. This has been invaluable for him to work hand-in-hand with those ceramists to whom he entrusts his cases.

Whether it be during or after office hours he took on the responsibility of finding solutions to his patients' individual problems. His talents are far from limited to the scope of dentistry as he wears many different hats: husband, father, religious leader, mechanic, and construction to name a few.

Dr. John Moore not only sees the beauty around him, but creates it.

Introduction

At the Intersection of Art and Science

I'm John Moore, a cosmetic and general dentist in San Antonio, Texas, and I have a bone to pick with my profession.

I know good cosmetic dentistry when I see it and when I don't. Too much of what passes for cosmetic dentistry today just isn't good work. I've seen a great deal of artificial-looking, disproportionate, misaligned, or just plain ill-advised cosmetic enhancements in a lot of mouths.

That's why I wrote this book – not to beat up other dental professionals, but so that you have a very good idea of what you should expect and *require* if you're considering cosmetic dentistry.

There are a lot of dentists offering cosmetic dentistry services who aren't able to do the job well. They use the term in their marketing but aren't able to deliver truly artistic results. Don't get me wrong – these dentists provide good general dentistry. It's just not beautiful. And to my way of thinking, that's not right.

Cosmetic dentistry is like almost anything else. It takes training, knowledge, and experience to do it well. It's as much, or more, an art as a science. Certainly science plays into it, and a thorough understanding of the strengths and limitations of the materials we use is crucial. This is where training comes in, represented by certificates and credentials.

But there are two other things that are needed to be truly excellent at cosmetic dentistry, and that's an artistic sense and the skill to make that vision come true. Those are nearly impossible to teach, as much as we'd wish otherwise. It takes experience, passion, and the relentless pursuit of perfection to build the artistic skill of the dentist.

I've devoted my life to helping people through the art and science of cosmetic dentistry. I hope you can understand when I say that I get disappointed when I see unsatisfactory work.

It's not that I think I could or should be everyone's cosmetic dentist. It's that cosmetic dentistry, done well, improves lives. Done poorly, it does a disservice to patients and to the community of trained, skilled cosmetic dentists.

I should add that I always tell patients when I see excellent cosmetic work in their mouths. I remind them to be proud of what they have.

With decades of experience and highly advanced training, I can see what other dentists don't always see. On the flip side, it's always fascinating to see how other brilliant cosmetic dentists were able to overcome the challenge and create a beautiful smile for the patient.

But what's important to you, since you're interested in cosmetic dentistry, is knowing how to choose the *right* cosmetic dentist. And how to know when your cosmetic dentistry is done right. You deserve no less.

That's why I wrote this book, and I hope you find it useful.

When Anatomy IS Destiny

The Early Days

I had a very fortunate start in life. My parents were both physicians. My mother was a general practitioner who got into medical school right after the end of World War II. She was of Japanese descent, and feelings against Asians were still running high at the time. She was one of only two women in her medical school class, and the only Asian. I still marvel at the courage it must have required for her to enter the male-dominated field of medicine given what the country had just been through.

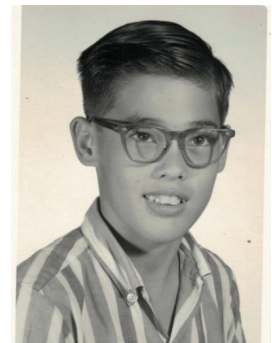


My father was pediatric radiologist – first a pediatrician, but then he went back to medical school to learn to administer, read, and interpret X-rays as a radiologist.

I still look up to both of them as shining examples of courage in action. At the time, interracial marriage was illegal in many states and often disapproved of in others. In fact, they had to go to another state just to get married.

I couldn't have asked for more wonderful and supportive parents. I must have picked well, because I really needed the support.

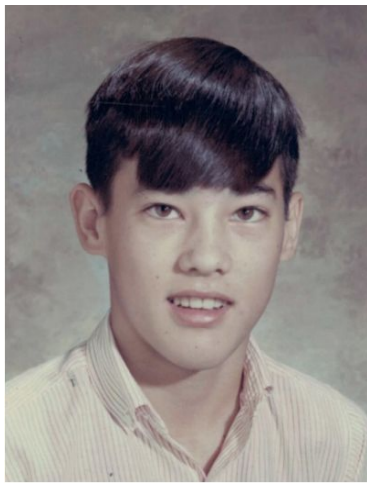
From an early age, I had a very prominent overbite. At the time, it was known as being “buck-toothed.” That dental malformation is routine to treat these days. Back then, not so much. If you had a classmate with a similar dental issue, you know what life was like for them growing up. For me, alas, Warner Brothers' and Disney cartoons were big at the time. I was regularly bullied, being called “Bugs Bunny” or “Goofy” because of my overbite. To this day, I shudder when someone asks, “What's up, doc?”



Whenever I'd smile, I'd put my hand in front of my face and kind of hide behind it. When I'd laugh, I'd keep my lips down over the teeth because they poked out way too much. My dad saw this going on and said, "We need to get him to the orthodontist and get this straightened up."

I started in orthodontic treatment when I was 12 and continued until I was 15. Once the braces were in place, I faced another challenge. I went through my formative years in middle school with brand new nicknames – Metal Mouth, Tin Grin, and Brace Face, among others. Children are nothing if not clever, no?

If you've never experienced that kind of cruel teasing, believe me that it does nothing for your self-esteem.



I really wasn't out of the woods until I got the braces off. When I finally saw my beautifully straight teeth for the first time, the emotions I experienced were overwhelming. I'd lived most of my short life afraid to laugh or smile freely. Now, I had nothing to be embarrassed about and everything to be proud of!

The difference to my well-being and self-esteem was incredible, and I was deeply thankful to the orthodontist who helped me. More than that, I realized there was a skill set or a craft that could transform lives and have a huge emotional impact on people.

I now wanted to become a person who could do this for others: a dentist.

Preparations

My parents were incredibly supportive when I told them of my decision. They helped and guided me in so many ways. For instance, as physicians they knew that hand skills would be crucial, so my early preparation began with things that most people would consider unconventional for a dentist: art classes; building small, extremely detailed model airplanes and cars; and putting together intricate electrical circuit boards to get me working with my hands.

They encouraged me to take science and biology classes to help prepare me for dental school, and also mechanics and engineering. If you think that mechanics and engineering aren't involved in dentistry, you'll learn differently in this book.

Basically, my parents encouraged and supported me in everything I needed to prepare myself for what would become my passion – cosmetic dentistry. Bit by bit, all of my courses and hobbies and college experiences began contributing to this preparation.

I was born in Colorado, so I attended the University of Colorado as an undergraduate. I had a great time in school learning the sciences – zoology, biology, and chemistry, among others. I also took fine arts courses and discovered that I would need to pursue both the sciences and the arts, just like my dad had pointed out.

Of course, my early efforts in the fine arts had nothing to do with dentistry. Two examples are shown here.



And then I met Carol, whom I ultimately married. (Nice ring, no? I designed and made the ring and settings, and won the stones at an auction. However, my wife has laid claim to it.)



Carol was from Texas. I didn't have an established residency to go to dental school somewhere. So, having married her, I became a Texas resident. I finished my undergraduate work at the University of Texas in Austin, got

my undergraduate degree in zoology, and then headed off to dental school in San Antonio. San Antonio Dental School had just opened, and it offered all kinds of new facilities, new equipment, and new materials available for the first time for dental students.

When I got to dental school, things just came easily to me thanks to my preparation. I didn't realize how much of an advantage I had until I was in the middle of the curriculum and helping my classmates.

While in dental school, my hand skills, problem-solving skills, and artistic abilities became apparent. I soon found myself involved with all sorts of art demands concerning dentistry. I was asked to develop training tools for new dental students: illustrations of human anatomy and dental anatomy for books and manuals.

I'm proud to say that my work has been included in University of Texas traveling art exhibits. My art was taken around the state to other colleges and universities as a representation of art from the University of Texas at Austin. Some of the University of Texas Health Science Center (UTHSC) School of Dentistry dental training manuals contain many drawings of mine and some have appeared in textbooks used in dental schools around the nation and in Mexico.

I also worked as a researcher and technician in dental porcelain and metal restorations. Just as importantly, I worked as a dental ceramic technician for several cosmetic dentists on the UTHSC faculty who taught the art and science of aesthetic dentistry. I didn't fully realize it at the time, but gaining a thorough understanding of materials science and the application to cosmetic dentistry would prove to be crucial.

I was privileged to do some of the founding research in how porcelain is fused to metal. Okay, I was a lab nerd. We investigated how well crowns can fit teeth and how porcelain can be made to stay on crowns. We looked into what technology would lead to the strongest crowns. We used the same technology that NASA developed to fuse the porcelain tiles to metal bolts found on the underside of the space shuttles to help create successful crowns. Before that, only gold crowns with acrylic fronts were available. Our groundbreaking research helped create a new standard in dental care – porcelain crowns for the mouth.

And when my senior task was to work on 12 dental crowns and dental bridges, the wisdom of the guidance my parents gave me proved itself. I completed 65 crowns, a record that remains unbroken to this day.

Professional Steps

Ultimately, I was invited to teach at the UTHSC School of Dentistry as a professor, which I did from 1981 to 1990. It was an incredible honor to be admitted to the faculty right after graduating from dental school.

I taught in the Department of Dental Anatomy and Occlusion, developing training materials and teaching students how to visualize teeth and how to consistently create realistic renditions of them.

In 1986, I decided to move into private practice. I was full tilt into the art of dentistry, and that confirmed my decision. I opened a cosmetic dental practice in San Antonio, splitting my time between the practice and the dental school.

Beginning in 1982, I was the first dentist in San Antonio to develop a practice dedicated to “cosmetic dentistry.” In fact, this was years before the start of the American Academy of Cosmetic Dentistry. I marketed the idea to the public at a time when my area colleagues, as well as the general public, were asking me what cosmetic dentistry was.

Since then, I’ve spoken at the Texas State Dental Association meetings, at the 10th Annual Prosthodontics Symposium on Cosmetic Dentistry, and at the national Invisalign® Ortho Summit several times.

I’ve also given guest lectures in many continuing education and dental anatomy courses presented at UTHSC.

I’ve been fortunate to receive multiple professional accolades, including the rare Elite Provider designation by Invisalign for over 10 years in a row. In 2009 and 2013, Invisalign presented me with the nationally recognized Outstanding Case Presentation award. I also received the DENTSPLY International Merit Award as well as recognition from the Southwest Society of Prosthodontists and from the University of Texas Health Science Center, and have been made an Honorary Member of The Mexican Academy of Prosthodontists for my outstanding achievements.

I Told You All That to Tell You This

If this chapter has led you to think that this book is about me, I apologize. This book is about you.

Not all dentists, and certainly not all cosmetic dentists, are equally knowledgeable, skillful, and prepared. I hope that what you've just read has convinced you that I know what I'm talking about when it comes to cosmetic dentistry.

We're about to get into what you should know about choosing a cosmetic dentist. My hope is that you'll trust me to be your guide.

One last thought, though – it's funny how things work out. If it weren't for those horrible buck teeth I absolutely hated, I wouldn't have been motivated to become a cosmetic dentist. Over the years, I've been privileged to have played a central role in improving not only people's smiles but their lives as well. In my case, anatomy really has been destiny.

But sometimes I wonder whether there's a genetic influence in choosing a profession. I have three brothers, and all have become doctors or professionals of one kind or another. One is a pulmonologist, the second is a PhD sociologist, and the third is a biomechanical engineer. And I'm a dentist.

That would be the medical gene, if there is such a thing. But my wife, Carol, seems to have the really dominant genes. She has a degree in accounting, and all three of our children – Johnny, Jason, and Lauren – have gone through business school.

Or maybe the explanation lies in the example that my parents set for me and my brothers, and the example Carol and I have set for our children. There's probably no single answer, and in the end it really doesn't matter. Nature or nurture, I'm extremely proud of all of them.

Enough about me. Let's talk dentists.

Not All Cosmetic Dentists Are “Choice”

Look, I’m not putting down other dentists. Most of them are excellent at what they do. It’s when they try to expand their services without first getting the necessary training and education that problems arise.

This might be an unlikely example, but if a general practitioner wants to begin performing surgery, he or she had darned well better have completed an extensive surgical residency beforehand. At least.

It’s the same with general and family dentists who have a sideline, if you will, in cosmetic dentistry. They lack the extensive training and experience required to provide you with outstanding results.

With that in mind, here are eight things to keep in mind when choosing the right cosmetic dentist for your needs.

1. Alphabet Soup Does Not a Cosmetic Dentist Make

The internet is both a blessing and a curse sometimes. You’ve probably seen advertisements for becoming a licensed minister: “Send us \$25 and an essay telling us why you want to become a minister! We’ll send you your minister’s license!”

It might surprise you to learn that there are organizations who offer essentially the same service for dentists. No, really – these organizations offer dentists the opportunity to put a string of pretty much meaningless initials after their names. Oh, there are a few hoops to jump through, but nothing like what’s required to develop an authentic ability in planning and performing cosmetic dentistry.

That’s not to say that credentials are bad, it’s just that not all of them are created equal ... just like dentists.

General dentists with a certificate are hardly ever as well trained as someone who has limited their practice for decades to cosmetic dentistry, although the sign over their door that says “Cosmetic Dentistry” might lead you to think so.

Don't be overly impressed by alphabet soup. What's important is the dentist's ability, his or her ongoing education in cosmetic dentistry techniques, the amount of time actually practicing cosmetic dentistry, and the variety of challenges he or she has actually addressed effectively. You won't necessarily get that information from a website, but that's the place to start.

If you don't find what you need on the website, like a huge before and after gallery and tons of testimonials, send a message to the dental practice asking for proof of the dentist's abilities and length of time in the field. If they're reluctant to provide that information, or if they answer in generalities rather than specifics, keep looking. An accomplished dentist has nothing to hide.

That leads into the next thing to be careful about.

2. Don't Mistake the Pupil for the Master

I'm all in favor of cosmetic dentists taking continuing education courses. But when it comes to trusting someone with your smile, who would you prefer: someone who takes the courses, or someone who also teaches them?

It's tough to tell through a dentist's advertising how far along they are in a cosmetic dentistry program. The fact that someone takes 300 hours of continuing education a year doesn't mean a large amount of that education is in cosmetic dentistry. For all you know, they could be learning the fine points of root canals, or how to market their practice.

If you have a choice in your area, choose the Master rather than the Pupil.

3. "Jack" Is Not the Right Person to Work on Your Smile

Do you know someone who dabbles in a lot of areas? You might admire their breadth of knowledge, but you wouldn't necessarily trust him or her to rewire your whole house. That's something that is too important to leave to a dabbler.

And if you think about it, having experience in electrical work doesn't help when your house has foundation issues.

A “Jack of All Trades” is no substitute for a doctor who has spent decades bringing together all the disciplines needed to create the most aesthetic outcome for your smile. In other words, a very experienced doctor and artist who is dedicated to cosmetic dentistry.

When a general dentist or a family dentist adds on cosmetic dentistry as a marketing term, they’re generally dabbling. Very few have complete hands-on training and extensive experience in what they’re trying to accomplish for their patients. And yet they still advertise themselves as cosmetic dentists.

Cosmetic dentists actually do cosmetic dentistry, day in and day out. They’re constantly creating the most natural-looking and brilliant smiles possible, constantly troubleshooting the most challenging problems that people can present with. I think the choice of which type of dentist you should choose is clear.

4. Beware of Someone Who Talks a Good Game but Doesn’t Play Much

Dentists should be proud of their work. Artists love aesthetic images, and true cosmetic dentists, who are artistic, will have many, many examples of their work proudly displayed on their websites and in their offices.

A lack of photos means one of two things: those dentists don’t do much cosmetic dentistry, or they don’t create much that merits taking a picture.

However, it shouldn’t surprise you. Quite a few dentists who are decent at cosmetic dentistry still perform mostly family and general dentistry. They might spend somewhere between 20 and 30 percent of their time handling cosmetic cases ... if that.

And not to take anything away from dentists who have actually completed continuing education classes and have some experience in cosmetic dentistry, but there’s a big difference between a “decent” cosmetic result and an outstanding result.

In fact, I’ve redone any number of “decent” cosmetic dentistry procedures. The patients were amazed at the incredible difference in their smiles. Currently, and unfortunately, more than 40 percent of the cosmetic dentistry we do today is redoing earlier unsuccessful cosmetic dentistry attempts.

The experience factor is huge when it comes to producing artistic and realistic results with cosmetic dentistry.

5. Make Sure You Don't Miss Half the Equation

I mentioned before that true cosmetic dentistry is a combination of science and artistry. You know something about my artistic background. What do you know about the dentist you're considering to perform your cosmetic dentistry?

Your cosmetic dentist should be able to envision and create the most artistic result for your smile. That means something that is proportionate for your gums, mouth, and face; that appears completely realistic; and that avoids the dead giveaways of appearing too bright, too flat, or too "bubbly."

I'm probably biased, but I think the true artists of cosmetic dentistry are artistic in other areas of their lives. Some experts believe that very few people are born with a highly developed aesthetic and artistic sense. Whatever the case, we do know everyone develops whatever they are endowed with through artistic pursuits and intense passion of the craft that drives them.

The results you get from any cosmetic dentistry procedure depend in large part on choosing a dentist who's also an artist. Unless you can find a showing of that dentist's work, you'll need to look at a large number of his or her cosmetic dentistry "before and after" pictures. The results should be stunning. If not, keep looking.

There are several considerations here. First, there's the matter of your investment of time and money. While some cosmetic treatments are relatively inexpensive, some require a significant financial investment. If you're disappointed with the results you get, you're looking at even more time and expense to have the work redone.

But just as important is how you **feel** when you smile in the mirror. There's a bone-deep sense of confidence when your smile looks completely natural and reflects how beautiful you are on the inside. I've seen it in the faces and the bearing (countenance) of countless patients, and it's always a thrill to behold.

That's what you should expect and require from your cosmetic dentist. Here are a few veneer cases.



6. Obsession Is Not Your Friend

Researching is good when it comes to choosing a cosmetic dentist. Trying to research every single potential cosmetic dentist in your area, in depth, is not good.

You can deluge yourself with information to the point where your rational decision-making process is overwhelmed. It's called decision fatigue, and it usually results in one of two outcomes – either the person refuses to make any decision, or they make an impulsive decision just to end the uncertainty.

By now, you've probably figured out that I don't favor impulsive decisions when it comes to choosing someone to give you a terrific smile.

By the time you finish this chapter, you'll have a very manageable list to guide your search, which will make your decision easier.

7. You Get What You Pay For

There's a story about a reporter who was interviewing an astronaut back in the days of the Gemini space program. It's probably not true, but it makes a very good point.

The reporter asked whether the astronaut was nervous about going into outer space. The astronaut replied, "Not at all. What makes me nervous is the fact that when I'm in that rocket, I'm sitting on top of a million parts that have all been let to the lowest bidder."

When it comes to dentistry, cheap is not good. When it comes to cosmetic dentistry, cheap is really not good.

Cosmetic dentistry should last a long time. If you choose a dentist who offers low prices, the odds are that the materials, such as veneers, won't be durable. They almost certainly won't be crafted to rare standards by exceptionally skilled artists and technicians.

Dentists who discount their services have to make up the lost revenue somewhere. Overcharging for less expensive and less durable materials is one way to accomplish that.

Here's a good example. The pictures shown here are old porcelain veneers placed by a neighborhood "family and cosmetic dentist" and later the same patient with them redone. Notice the natural, artistic results.



See the difference between a botched cosmetic case and the corrected redo. Who really paid the higher price? The "price" being both the embarrassment of wearing fake teeth and the cost of having to do them over.



Truly superior cosmetic dentistry should not only last a long time, it should look wonderful no matter the angle or the lighting. Notice the translucency that catches the light in a completely natural manner.



In this view you can see the flashes of light that bounce off the veneer surfaces. This is an extremely important aspect of truly beautiful veneers and can make or break the exceptional case. Just like diamonds, the scintillation or fire is created on purpose by artisans who know what they are doing.

Because we live here in San Antonio, there are an uncountable number of stories of people heading down to the border to get less expensive dentistry. To be fair, every now and then someone gets a pretty decent job done. Unfortunately, this is the exception rather than the rule. A very common treatment plan performed in our office is the

removal of dentistry received south of the border and a new replacement set. Any time this happens, it is obvious that this hardly saved any money. Instead, it cost the price of both sets and, even worse, sometimes the loss of more teeth. It could be said that the moral of the story is if it's worth doing, it's worth doing right, and indeed you get what you pay for.

That's not to say you should choose the most expensive cosmetic dentist for that reason alone, but there's a sweet spot between price and quality. That's what you should aim for.

A Cautionary Tale

One time a patient came to me to get a cosmetic smile makeover. After the consultation, everything seemed to be fine, so we set up a time to get started. Shortly afterward, she called back and said that she had changed her mind and decided to go to the cosmetic dentist who had been a longtime friend of the family. A little disappointed, I accepted and we went on about our way.

A week later, I got a call back telling me that another consultation was needed about her cosmetic dentistry. She came in and told me this long story about how she had gone to her family friend, explaining how he had spent all day with his CEREC machine making all the veneers for her in one sitting. She complained that they were the wrong length, the wrong shape, and the wrong color. Three strikes and you're out, so she asked if I could redo them. Of course this was possible, and so we made a new appointment to get together and remake the veneers.

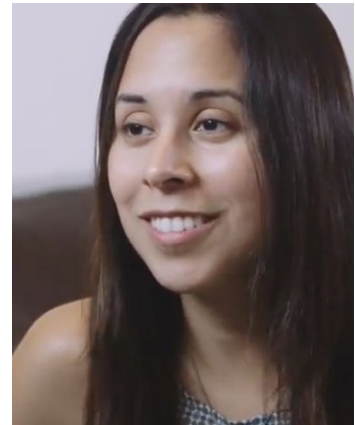
Because this dentist was a longtime family friend who had given her a discount, the woman never even thought about asking him for the money back. Now, you can ask who really paid the higher price. In fact, price isn't necessarily the most important thing. Return on your investment is.

By way of full disclosure, part of this story was published in *Dentistry Today*, June 5, 2017.

Getting Your Money's Worth, and Then Some

Tanya G. had Invisalign treatment through Cosmetic Dental Associates and considers it an investment that is paying dividends for more reasons than one.

My best friend actually recommended them, so I came here. The detail that [Dr. Moore] pays attention to, they're the sort of things that I wanted to ask, but he notices them before I even ask. ... it can be even half a millimeter off, and the dentist automatically sees it and he fixes it. When I say that it's worth the money, it really is, because the dentist pays close attention to what you're paying for and making sure that your teeth are perfect. It's a good investment.



8. People, Places, and Things

Dentists aren't all created equal, and neither are their staff or their facilities within the practice. Don't discount the importance of both when you're choosing a dentist to perfect your smile.

Staff who are highly trained and proficient in cosmetic dentistry are a vital component in getting outstanding results. That's another good argument for not choosing a dentist who does cosmetic dentistry as a sideline. It's unlikely that his or her staff have much education or training in the techniques.

Ultimate Control of Your Cosmetic Result

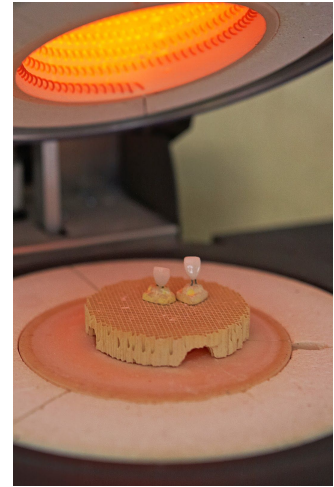
A vital ingredient in the ultimate art form is the presence of a laboratory and ceramists on-site. When the people who are actually creating your veneers, crowns, or dental bridges can come into the operatory and see exactly what the doctor is trying to accomplish, it makes a world of difference. The direct communication between the technicians and the doctor is crucial to your result.

When the interaction and communication between everyone involved in the creation of your smile can see you, meet you, and get directly from you what is most important to you, only then can you expect the best outcome.



The equipment available to the dentist and the laboratory is also extremely important. This is one area where having a lab in-office is always better, because dental technology is constantly improving. We know it's important to make sure that we have the latest advances readily available in our onsite laboratory.

Even more important, the onsite laboratory ensures that the dentist now has materials, instruments, equipment, and techniques unavailable to nearly all other dental offices.



Now That I Have Your Attention ...

You now know how to evaluate any dentist you're considering to perform a cosmetic procedure on your one-and-only mouth. But it's just as important to know the kind of result you should expect.

First, unlike most general dentistry, cosmetic dentistry marries form, function, and *appearance*. A general dentist can give you a perfectly fine crown that fits the tooth well and is so comfortable that you can't even tell it's there. That's the form and function part.

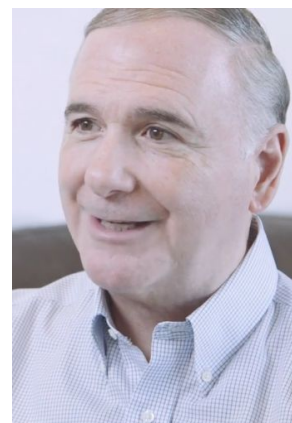
However, that crown can be so ugly that it's noticeable across the room. In other words, it's an eyesore, and as soon as you become aware of that, you're going to be reluctant to smile or laugh broadly. For too many dentists, that's considered an acceptable result. Even if it's not outright ugly, it most often is "good enough, tolerable, or within the standard of care." Almost half of the cosmetic dental work we do is replacing existing dentistry that fits in this category.

Roger S. is one of those patients. Here's his story about how "good enough" wasn't.

When I was younger, I never had braces. I was blessed to where my wife had braces when I met her, my kids had braces, but I was one that never had them so my teeth

were not good. I wasn't born with perfect teeth. I'd never make time for it. Then, in an accident, I broke a tooth and had that fixed. I never was really the same. I had this phobia of smiling because I was afraid that people would see all my imperfections.

It wasn't until I was introduced to Dr. Moore and sat there and visited with him, and he recommended what I should do to get my smile back. I did tell him I couldn't smile. My smile was close-lipped. And he says, "We can fix that, we can correct it, and you'll have your smile back." And I've had my smile back ever since. I'm a smiler. If I look at anybody, I'm going to smile and let them know that I'm happy and this is who I am. It just gives a warm, comfortable feeling to everyone when you can approach them with a warm, friendly smile.



That Certain Something

Cosmetic dentistry is "general dentistry" that is beautiful and natural-looking. If you'll forgive me for waxing poetic for a moment, great cosmetic work has a spiritual quality to it that separates it from everyday dental restorations. Ideally, the work itself essentially disappears, and only the impact on others remains.

Great cosmetic dentistry attracts interest or attention by causing a feeling of admiration and attraction in others. It's almost as though they "love" the beauty of your smile and don't really notice your teeth.

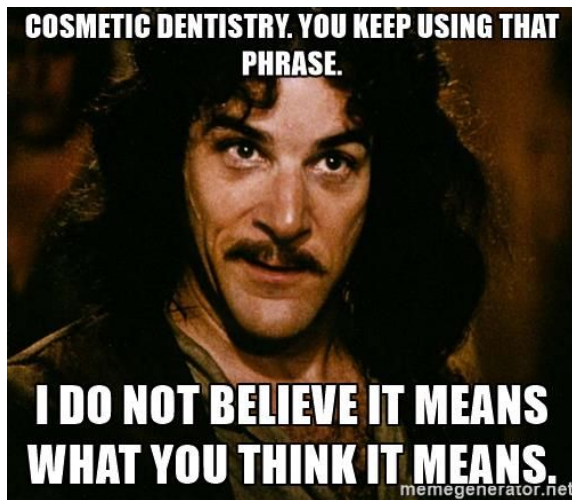
You probably think I'm exaggerating. Not at all. Over the years, our patients have told us of the impact of their new smiles on others. They use terms like "clean," "successful," "healthy," "fresh," and "youthful," and that they can make a room full of people smile just by smiling at them.

The art of cosmetic dentistry should speak for itself without drawing attention to your teeth. If you can find a general or family dentist who can accomplish that, you'll be very fortunate.



Now that you know what to look for in a cosmetic dentist, let's take a look at what today's cosmetic dentistry can do for you.

What Today's Cosmetic Dentistry Can Do for Your Smile



You might be a fan of the movie *The Princess Bride*, or maybe you've seen the meme on social media: "You keep using that word. I do not believe it means what you think it means."

That meme also applies to the phrase "cosmetic dentistry." Many people's ideas about cosmetic procedures and the remarkable results we can obtain are out of date. There are some old myths that linger and just refuse to die. So, let's take a look at the myths and today's truths.

Cosmetic Dentistry Myths

Myth #1: Cosmetic dentistry is bad for your teeth.

Far from damaging teeth, cosmetic techniques can actually strengthen and protect teeth. Dental veneers, for instance, which are applied to the front of your teeth, not only beautify your smile but also protect teeth against cracks and chips. Tooth-colored dental crowns restore both beauty and functionality to damaged and worn teeth and help protect them against further damage and cavities. And again, proper veneer selection and placement won't harm your teeth.



Some rare porcelains are actually stronger than tooth enamel. That gives a skilled cosmetic dentist considerable flexibility. When veneers are done conservatively and without trimming the teeth down

(prepless veneers), there's no harm done to the teeth. Perfectly good teeth that have had the front cut away to make room for veneers could be said to be harmed in the process.

These are prepless veneers. Because the patient was able to perfect the alignment of her teeth with Invisalign, no trimming of the teeth was necessary.

Far too often, less skilled or novice cosmetic dentists will trim way too much off the teeth because they don't know exactly how much to trim to get a good result. This overcompensation is usually a result of upsetting an earlier patient who had to go home with big bulky veneers because the dentist didn't remove enough enamel from some small, overlooked spot. The same dentist who has trouble locating these small "spots" will undoubtedly be the same one who will miss the small but important characteristics of teeth that make them look real. The bottom line: overpreparing teeth causes harm and can create unsatisfactory cosmetic outcomes.

Myth #2: Cosmetic dentistry is all about vanity.

There are certainly people who consult cosmetic dentists strictly to feel better about themselves and their smiles. But there are just as many, if not more, who realize that in today's society, people continue to judge on appearances.

There's considerable research to show that people who smile widely, freely, and often are considered more likeable, more trustworthy, and even more competent. Having a smile you're reluctant to show can actually hold you back in your career, not to mention making a satisfactory long-term relationship harder to find. Many people, men and women, choose cosmetic dentistry to help them advance in life.

Myth #3: Cosmetic dentistry is only for women.

There's a grain of truth in this one, because women choose to have cosmetic dental procedures somewhat more often than men. Research published in 2015 by the American Academy of Cosmetic Dentistry shows that 6 out of 10 cosmetic dentistry patients are female, 4 out of 10 are male. So if you think that men don't want to smile widely, laugh freely, and advance further in their careers, you're wrong. Cosmetic dentistry is for women and men.



Myth #4: Cosmetic dentistry is too expensive.

Back in the golden days of Hollywood, around the 1940s to 1950s, this was likely true. There were very few dentists doing cosmetic procedures at the time, and their fees reflected that. Also, they were dealing with very well-off patients who could afford to invest heavily in their careers.

Today, there are many, many more qualified dentists providing cosmetic dentistry. Increased competition means the costs have to be affordable for a large number of patients. Technology has also advanced tremendously since the early days of cosmetic dentistry, and many dentists can now create restorations in hours when it used to take days or weeks.

There are also many relatively low-cost cosmetic techniques that produce excellent results.

Cosmetic dentistry is an investment in your future. A University of Texas School of Business study found that graduates who had undergone cosmetic dental enhancement made an average of \$240,000 more income in their lifetimes.

Myth #5: All dentists can do cosmetic dentistry.

I covered this in the introduction, but it bears repeating: If you're looking for an "okay" or "passable" smile, then the dentist you choose may not matter much. But if you're looking for your *best* smile, one that people will love without noticing the work behind it, one that you'll *love* to show, you need a highly trained and competent cosmetic dentist.

Form, Function, Beauty, Health

Cosmetic dentistry today can and often does go far beyond appearances. Using a combination of restorative and cosmetic techniques, we can actually improve the health of people's mouths and, in fact, improve and safeguard their overall health.

Oh, and we also give them gorgeous smiles.

Your Mouth and Your Health

You might have heard that researchers are finding more and more links between gum disease, dental infections, and potentially serious health problems.

Basically, the bacteria in our mouths usually are kept in balance by a number of factors. In gum disease, one or more varieties of bacteria begin multiplying and attacking our teeth and gums. Those bacteria get into the tooth itself and below the gumline, where they form pockets of infection. The infection can weaken the underlying bone and loosen teeth. Gum disease is the major cause of tooth loss.

Eventually, the bacteria can enter the bloodstream. And that's when things get even more serious. Research has shown that oral bacteria are linked to serious conditions like:

- Heart disease
- Endocarditis
- Diabetes
- Various forms of cancer
- Alzheimer's disease
- Respiratory diseases
- Rheumatoid arthritis

It's almost certain that research will continue to uncover more and more links between gum disease and systemic health conditions.

It's very common for gum disease to be addressed before any cosmetic work is performed. Put simply, it's a bad idea to try to beautify a tooth that's going to fall out due to disease. It's the wrong thing to do for the patient.

I mentioned that gum disease causes tooth loss. People who are missing many or most of their teeth tend to choose foods that are soft and easy to chew. Those restricted dietary choices often lead to them not getting enough nutrients from their food, which is another risk factor for disease.

In today's cosmetic dentistry, we use gum disease treatment and restorative techniques such as dental implants, dental bridges, and dental crowns to give patients a full set of working teeth in a healthy mouth.

And we make their smile beautiful.



Once a patient came in because he was concerned that his gums looked too red (a common sign of gum disease) and that his teeth were crooked; he wanted to know if I could fix his smile. The first thing we did was treat his gum disease, which had slowly come on over many years of crooked teeth.

As it turned out, after his gum treatment but before I could even get his teeth straight, he shared how much more confident he felt speaking to his customers because his breath was so much better. He was unaware of the odor problem he had developed over time because he had become desensitized to it.

His first clue was people being friendlier around him, but what really drove it home was when someone told him they were so glad he had finally taken care of his bad breath. It turns out that the crooked teeth were the contributing factor to his contracting the gum disease and the same thing that ultimately brought him back to the dentist for some much-needed gum treatment.

Cosmetic Gum Treatments

A truly beautiful smile requires the right balance between the amount of teeth and the amount of gums. It also requires gums that are uniformly pink and healthy looking.

A “gummy” smile is when too much gum is showing. I can use laser treatment to carefully move the gum line upward to expose more of your teeth. This achieves the right balance for a gorgeous smile.

Laser treatment offers a number of advantages over using a scalpel: greater precision, little to no bleeding, little to no pain, and faster healing times.

Discolorations on the gum tissue detract from your smile. At CDA, we use proprietary techniques that can remove or minimize discolorations to even out the appearance of your gums.



A patient came to us for a gum lift and veneers because she was so unhappy with her smile after years and years of braces. She hated her gums so much, she wanted to know if we could trim enough off so that her gums wouldn't show and

then just put veneers on them to make them look normal. It turned out that the thing that bothered her so much about her gums was the unusual pattern and intensity of pigmentation in her gums.



During the gum lift and prior to placing the veneers, we were able to make the pigmentation look normal using a unique abrasion technique. She was so pleased with just the depigmentation that she stated if that was all she

could have had done, she would have been happy. But then the icing on the cake – we got to place the veneers. With the laser gum lift, depigmentation, and now sparkling white veneers, it was an over-the-top and thrilling day for her and her smile.

To sum up, cosmetic dentistry can do more than give you the smile you've always dreamed of. It can also help you live a longer, happier, healthier, and more fulfilled life.

Let's get down to the specifics of how we cosmetic dentists do what we do in the next few chapters.

I am extremely happy with the end result of my new veneers! Dr. Moore did an excellent job; he really took the time to make sure each tooth was absolutely perfect! It is very apparent that he truly cares about the overall outcome of the appearance of my teeth and my happiness! – Cassandra M.

Put Your Best Smile Forward with Porcelain Veneers

If there's a mainstay of cosmetic dentistry, dental veneers would have to qualify. Veneers, whether made of porcelain or composite, have earned the nickname "instant orthodontics."

You've almost certainly seen veneers, whether you knew it or not. Those blindingly white, too-perfect, Hollywood smiles? Those are veneers, and in many cases, they're not very well done.

There are many types of dental veneers available. Like everything else, not all veneers are created equal. While having veneers placed is almost completely painless, different types of veneers are better suited to some applications than others. Different types of veneers require different types of teeth preparation. Selecting the right veneers for your needs is crucial to a great smile.

But the most crucial considerations in getting dental veneers are the artistic sense, the knowledge, and the skill of the dentist who will design your new smile and create and place your veneers.

What Are Dental Veneers?

Veneers are very thin cosmetic pieces that cover the fronts of your teeth. They make cracks, chips, and discolorations disappear. Veneers can even be shaped to close gaps between teeth, to make short teeth appear longer, to correct the appearance of some misaligned teeth, and to strike a balance between the amount of visible gums and teeth for an even, pleasing smile.

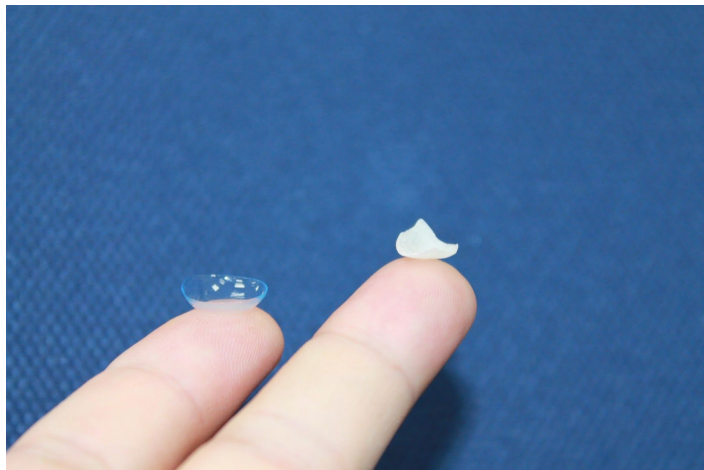
Some veneers are extremely thin and require very little to no preparation. However, that thinness can also be a drawback if not correctly prepared for or finely executed.

To look realistic, veneers have to reflect light much like your natural teeth. Veneers that are too translucent can allow stains and discolorations to show through, but at the same time, you don't want an opaque, artificial-looking smile. Again, this is where the artistry of the cosmetic dentist comes into play.

Taking Pains

Prepress veneers have been around for a while now. Lumineers® is a brand name of veneers that began this process of trying to develop prepress veneers. There's only one problem with Lumineers, though: it turns out that the Lumineers veneer is still a bit on the thick side. Lumineers look a little bubbly when you see them. This may have to do with how the doctor prepped the case, or didn't. Perhaps he or she didn't trim when there should have been a little trimming.

Regardless, we found that we needed to bring the prepress veneer into our in-house laboratory, where the restoration could be made as thin as possible using the finest, highest-grade porcelains that we could get our hands on. The coarser, less expensive porcelains are too porous, too weak, or too bubbly to get dental veneers down to the super-fine, paper-thin, contact-lens-thin thickness we can accomplish in our lab. You can't make our veneers like standard veneers, and you can't make them out of just any porcelain.



It's a very special process, and when you get these veneers down to the thickness of a contact lens, you need technicians who have a steady hand.

When the veneers are ready and are put on the teeth, there are other things that a skilled cosmetic should do to get them even thinner and more tapered so that they seem to disappear under the gum line. The veneers should emerge from the

smile as though they grew there. They certainly shouldn't look anything like little bubbly Chiclets on your teeth.

The prepress veneer is now coming of the age. It's a new technology. It's not yet widespread, and may never be, because of the tremendous demands of a steady hand and very, very technically skilled artisans.

Prepless Veneers, or Permanent Teeth Whitening™

This is one of the least invasive and fastest cosmetic treatments to complete, but it's also one that can have a tremendous impact on the beauty of your smile. Can you imagine not having to whiten your teeth ever again?

As we began doing more and more cosmetic dentistry for people, we began getting more and more people in to see us who had healthy teeth. When this happened, the inevitable conflict of whether to drill down a healthy tooth and veneer it just to make it look better began to prey on our good conscience. The need to develop a super-thin veneer then became obvious.

Lumineers was one of the first commercially available thin veneer systems to come out. Because we felt they were still too thick, it became time for us to develop our own super thin veneer called Permanent Teeth Whitening™. After having fully developed this technology, we made a video that went worldwide – viral on Facebook to the tune of over 45 million hits, and over 1 million on YouTube.

As you've gathered from the name, prepless **Permanent Teeth Whitening™** veneers don't require any preparation of your teeth to place them. They can be created and installed quickly in a practice that has its own dental laboratory onsite and are not as bulky or bubbly looking as many typical prepless veneers or Lumineers.

Other veneers and Lumineers require that the impressions used to create them be sent to an outside laboratory. That can take several weeks, and if anything needs to be adjusted in the veneers they create, the process can take even longer as they are mailed or sent back and forth between the lab and the office.

At Cosmetic Dental Associates, your prepless veneers are custom made individually right in our lab. That helps ensure the veneers you receive will be exactly what we've agreed on in terms of shape, color, translucency, and so on.

This is an amazing time-saver. It allows me to create and place your veneers in the fewest number of sessions, and those sessions occur much closer together than would happen using an outside lab, not only for the convenience of your schedule but also for the ability to have a new smile in a fraction of the time it would take a dental office that is not outfitted with a full complement of modern laboratory equipment. We can go back and forth between the lab and your smile until you have exactly what you want. This

cannot be done without having the lab, the ceramist, and the dentist right there with you at your appointment.

The Process

Prepress veneers require a lot more artistic skill than regular veneers because the clearance between them and the amount of room they need to work in are very tiny, tight spaces. The prepress veneer process begins by taking an impression of your teeth. From there, the laboratory will create custom-designed shells out of tooth-like porcelain material to match your mouth and teeth. Before the veneers are applied, your teeth will be cleaned and lightly etched so that nothing interferes with the final color and thickness of the veneers.

Before veneers are permanently applied, you should always have an opportunity to make “edits” regarding the shape, shade, and finish of the veneers. This is another time when having an onsite laboratory is both more time-efficient and more accurate.

Once you’ve given your approval, the veneers are very carefully fused to your teeth using special bonding materials and fiber optic lights. The edges of the veneers are finished, your bite is confirmed and adjusted as needed, and the final shaping of your veneers is completed in order to create an outstanding but natural look that maintains the integrity of your tooth structure while providing the look of genuine tooth enamel.

Prepress veneers are customized to suit you and you alone. They will look natural in your mouth because they will be shaped and shaded to complement your overall appearance.

Why Should I Get Prepress Veneers?

There are a number of reasons why people put off having cosmetic dentistry enhancements. Two of the most common are 1) they doubt that the results will be all that they want, and 2) they fear the uncertainty and pain of an invasive treatment.

Prepress veneers eliminate both of those worries. It really is possible to easily and quickly achieve a smile makeover with little to no pain. And if you think about the process, it’s one of the least invasive procedures in dentistry. It involves working on only the front surface of your teeth.

Prepless veneers can be an excellent alternative solution to the problem of gapped, irregular, or slightly discolored teeth. You don't have to wait months for a new look.

Just imagine the possibilities ...

Your wedding is just around the corner. You've invested in a personal trainer, you've altered your diet, you're ready to fit into that gown or tux and make a stunning impression, but there's one thing you've neglected: your smile. And a wedding and pictures are an inseparable pair. It's not too late to improve your smile even though the wedding is only weeks away.

You've been invited for a coveted job interview. You're ready for this moment, but then you look in the mirror, grinning from ear to ear at your good fortune, and your smile falters. Your teeth are anything but memorable – at least not in a good way. You can change your smile in time for this major meeting.

Your class reunion is coming up, and it's time to show those folks what you've made of yourself. But then, you see your smile in the mirror and your self-confidence evaporates. Fortunately, your new smile is just two appointments away.

No matter what scenario you find yourself in, whether you have a special occasion coming up or are simply ready to invest in yourself, prepless veneers are life-altering.

Just ask Bonita H.:

There is nothing quite like having a perfect smile to bring out your true self. Having perfect teeth has taken my confidence to new heights! If you have ever thought about it, I would encourage you to make an appointment ... and give Dr. Moore and his wonderful staff a try. I can promise you that you will not be disappointed!

Breaking News!

Let me introduce you to a new and exciting breakthrough in dentistry. It's something that very few people and very few dentists are even aware of. This advancement is one that we at Cosmetic Dental Associates discovered recently in our practice almost by accident.

We had a patient for whom a special color of porcelain was required. She had a dark, stained tooth, and I wanted to put on a very white porcelain veneer that is opaque to

hide the dark natural tooth. The problem was that light doesn't shine through this porcelain, and you can tell that something is just "not right" about the tooth.

Most dentists and most patients and most laboratories all agree that the whitest shades of porcelain are just too fake looking to even be considered.

It had been quite disappointing and quite a bit of trouble trying to figure out what we were going to do for these darkly stained teeth. We asked ourselves, "How can we get somebody some *really* beautiful teeth when their natural teeth are so dark?"

We purchased a whole series of different shades of porcelain from different companies. As we began looking at and studying them, we noticed that we had some shades of super white colors that were more translucent than others. In other words, you could see more light through the veneers, and they weren't so opaque.

In fact, the newest of these came out only a couple of years ago.

We had our solution, and the patient with a dark, stained tooth got a beautiful smile.

So, if you think your teeth are too dark or too stained to benefit from veneers, you might want to rethink that. I love a challenge, and as this story indicates, I'm relentless in finding the best solutions for my patients.

And as this patient's story points out, you don't have to have veneers placed on all your teeth. We can provide professional-grade, state-of-the-art teeth whitening services to make your natural teeth their whitest. Then, if you have a few teeth that need more help, we can place veneers on those, matching the color to your newly whiter teeth.

Put your best smile forward with today's porcelain veneers. But to accomplish that, you'll need to choose the right cosmetic dentist.

Erica C. trusted me to beautify her smile with dental veneers. Her only regret is that she waited so long for her gorgeous smile.

I'm very happy with my veneers. I'm very careful with them, I take good care of them. Once I got these done – it was maybe a two-day process – but it was easy. After years and years of just thinking about doing this, because of just fear–



I should have done this a long time ago. It's very worth it. It's worth it. I'm happy.

If you wonder whether veneers will hold up under close inspection, here's a "before and after" that should put your mind at ease.



And sometimes, we get to change a life through our efforts.

One time, years ago, a man about 40 years old came to the office after his mother had consulted with me and sent him over. It turns out that he hadn't dated a woman in 20 years and that he spent all his time hanging around the house and surfing the internet. She wanted more than anything for him to find someone to spend the rest of his life with because she was getting on in her years, and she was afraid he was going to grow up to be a lonely old man.

During the consult it was obvious that he was a shy man and that he was extremely embarrassed about his teeth. They weren't bad teeth; they were just small, yellow, and gapped. He was a tall, athletic, handsome man who just had funny little peg-looking teeth. The solution was easy enough: he just needed veneers – eight of them, to be exact. Giving him a full, straight, white-looking smile gave him a huge boost in his confidence. He was married within a year, and his mother thought I saved his life.

A woman came in to see us after she decided that she was thoroughly sick of earlier efforts to give her a beautiful smile. Here's her story.



*I was so unhappy with my veneers that I had had for 16 years. They never fit right and were never the color I wanted! (**Not** done by Dr. Moore.) I went to three different*

cosmetic dentists before I picked Dr. Moore. He is definitely a head and shoulders above the rest!

The procedure was a cakewalk, and I was even proud of the beautiful temps I wore until the final veneers were ready! The staff was extremely kind and friendly! I'm really going to miss the girls up front, so much so, I might have to stop and say "hello!"



I'm so glad I put myself in Dr. Moore's care! I can't tell you how much he cares about his patients' expectations. He has gone above and beyond my expectations. Now I walk around with a confident, gorgeous, "anchorperson" white smile!! (That's what I wanted.)☺ Thank you Dr. Moore and staff, I will be yours forever!☺

These are just some of the gratifying stories we get to experience doing cosmetic dentistry for people in our community.

Dental Crowns, Bridges, & Implants

Human teeth are really marvelous things. With care, and barring accidents, your permanent, adult teeth should last for your entire life.

But it's a sad fact of life that teeth get damaged. Sometimes they go missing. That's been true pretty much since we've been walking on two legs. In fact, people have been looking for solutions to damaged or missing teeth since ancient Etruscans!

I won't take up your time here, but if you're curious, do a little research. You'll be amazed at our forebears' ingenuity and at how much their inventions foresaw modern dental solutions.

Cosmetic dentistry doesn't concern itself just with providing you with a beautiful smile. We also concern ourselves with the health of your teeth.

To take a rather homely example, it does little good to paint a house when the foundation has deteriorated or windows are missing.

If you have decayed, damaged, deteriorating, or missing teeth, those issues should be addressed. Not only does that help provide the foundation for a beautiful smile, but it can also help improve your overall health.

Any time someone needs to repair their teeth, cosmetics *and* function should always be a concern. It's true that form does follow function, and if it looks good, it more than likely is. But the opposite also holds. If it doesn't look great, then it's not. Things that are healthy almost never look crooked, misshapen, off-colored, or "not perfect." If you think about it, that makes no sense.

For instance, you wouldn't buy a new car if the doors were crooked, or if there were several different color shades in the interior, or if the windshield was missing. You'd want a vehicle where everything looked and functioned perfectly.

Why would you want less for your teeth?

When a dentist says to you, “Not-so-perfect teeth are just fine,” all you’re really being told is that he or she doesn’t know how, or doesn’t have the skills, to make things better.

Having needed restorative and cosmetic dentistry performed isn’t about being “vain” and superficial. It’s about being healthy and smart.

For long-lasting results and to avoid further problems down the road, CDA takes care to address any restorative needs of your teeth.

The three most common restorative procedures, aside from fillings, are dental crowns, bridges, and implants. We’ll take a look at each.

Dental Crowns

You might have heard someone talking about having one or more of their teeth “capped.” They were talking about dental crowns.

Crowns are basically hollow shells of porcelain, or porcelain fused to metal, that cover and protect teeth. In the case of dental implants and bridges, some crowns are solid and serve as replacement teeth. We’ll get to those procedures in a bit.

Dental crowns can be used to:

- Protect and strengthen a tooth following a root canal procedure
- Repair a tooth following tooth decay that is too large for a filling
- Serve as a replacement tooth in a dental bridge or for a dental implant
- Conceal a tooth that is discolored or misshapen
- Strengthen a tooth that has been weakened by damage

Just as with cosmetic dentists, not all dental crowns are created equal. Cosmetic Dental Associates knows that our patients have discerning standards. That’s why we import the highest and purest porcelain for our dental crowns and add our own unique artistic flair to give you the most realistic and natural-looking restoration possible.

Our dental crowns are available in:

- Porcelain fused to metal
- All-porcelain
- CEREC ceramic crowns made onsite while you wait
- Zirconia (in some instances)

Preparations

The steps to prepare a tooth to receive a hollow crown are relatively straightforward. As with everything, though, the final result depends on the skill of the dentist and the laboratory.

The crown must be the same size as the tooth it covers. Small amounts of enamel are usually removed to allow the crown to fit over the tooth while keeping the original size.

An impression is taken of the tooth and sent to our onsite dental laboratory. If need be, the lab technician can visit the operatory and see firsthand the result I want for your smile. Even more importantly, we can discuss in great detail the unique features or complications regarding your case which otherwise would only be addressed on a prescription pad to be read at a later time by someone who has never met you.

Careful, direct, real-time color-matching is the only way ensure that the crown is undetectable in your smile. Also, this is the only practical way the fit and finish can be refined to exceptional standards. Those are our standards, and we hold to them because it's just the right thing to do.

Once the fit, appearance, and bite are perfect, the crowns are cemented to the underlying teeth.

Dental crowns are very durable and should last for quite a few years, perhaps decades, with care.

One Appointment or Two?

Historically, getting a dental crown would take at least two appointments. Any necessary treatment would be performed during the first session. If needed, the tooth would be protected by a temporary crown while the permanent one was created.

With modern technology, we can often reduce the number of appointments to just one! In the case of CEREC crowns, you can have your crown made while you wait. That's a great time-saver for busy people.

Created by an expert, dental crowns restore your ability to eat with comfort, help beautify your smile, *and* protect your teeth against further damage.

Patricia A., one of my patients, lived for years with old, poorly done crowns. Here's what happened when I replaced them.

Dr. Moore is very personable. He makes you feel at ease. He understands what I'm looking for and he speaks to it very well, explaining what I'm unable to relay to him. So he kind of fills in the areas that I'm trying to express very well.

I came in with some history behind my dental work. From a young age, I had some issues with crowns, and I was very self-conscious about my smile. Old dental work was part of my life for years. So, Dr. Moore knew that and realized what I was looking for to improve my smile.



Replacing some old crowns, improving the look, gave me my confidence back. And now that I have this bright smile, I'm able to talk to people easier, with more confidence, smile more often, and just feel better about myself.

When I first saw my family after the experience, my son said, "Wow, your teeth are really bright!" And a girlfriend said, "Your teeth look amazing! What did you do?" So, it indicates to me that they don't even realize that they're veneers or crowns. They're just wondering, "How can I get my shade that white?" If I were to recommend someone to come here, they would feel just the same.

Crown technology has evolved tremendously over the years, and now we have all-porcelain crowns, implant crowns, and crowns that can be made in less than 30 minutes while you wait using computer-assisted designing and milling processes (CAD/CAM).

One time we had a patient from Dubai who had had all of his teeth done at our office years prior and now had broken a tooth. Adamant about having his teeth done here, he flew in, had his crown done in an hour, and then flew home. This new technology now makes it possible to get permanent restorations done while you wait and then get you back into life without missing a beat.

Dental Bridges

Bridges are a time-tested and proven solution for the problem of missing teeth.

Missing teeth are a problem; the neighboring teeth can drift out of position, which can affect your bite and the appearance of your smile. There's also a tendency to chew on the side with more teeth, which can lead to muscle imbalances and headaches.

When many teeth are missing, people tend to pick easier-to-chew foods. They may not get all the nutrients they need, which can impact overall health.

With today's modern materials, bridges are better-looking and longer-lasting than ever.

Dental bridges are basically a series of dental crowns that are fabricated together. In the vast majority of dental bridges, the end crowns are hollow and fit over the teeth on either side of where one or more teeth are missing. The middle crown or crowns are solid replacement teeth.

Understandably, dental bridges take longer to create than single crowns. Again, an onsite dental lab can save a great deal of time. Occasionally, some minor adjustments need to be made when a bridge is first fitted. Without an onsite lab, the bridge has to be shipped back to an outside lab, the adjustments made, and the bridge shipped back. An onsite lab can speed the process by weeks, in many cases.

Dental bridges can last as long as the teeth they are attached to. Good oral hygiene is your best defense against problems with your bridge, because decay in or bone loss around the "anchoring" teeth is the primary cause of bridge failure.

Bridges are a great solution for people who are missing one or several teeth. But dental implants may be an alternative replacement option for a single tooth, several teeth, or even an entire arch of teeth.



And sometimes, a relatively simple dental bridge can absolutely transform a person's life. I was very privileged to accomplish that for Jammie P.

I had bone disease in the top, so they had to take some more teeth out. The veneers, we didn't think would be a good fit, so

we wanted something more permanent. I definitely didn't want the whole denture thing. We did the bridge because it's permanent and I like it a lot. I'm definitely pleased.

They've changed by whole life, not just my smile. I was in an abusive relationship so I was missing a lot of teeth and especially my front ones. I knew it was taking a toll on me, but I didn't realize, my family as well.



Now, I can see it now, my kids are happier because I'm happier. I walk by them every day, I'm like, "Have you seen me smile today?" It's changed a lot. Everything about our lives. Everybody says I'm a different

person. They see it, and I feel it too. I smile more, I'm more – I wouldn't say friendly, because I've always been a friendly person, but I'm more up to talking to someone I don't know. Before, you passed somebody in the grocery store, they'd be like, "Hi." And I wouldn't talk. I didn't want to open my mouth, I didn't want nobody to see me.

It's changed everything about my world, my kids' world. My daughter, she's a model, and now I'm not scared to go to her auditions with her. I was like, "I hope they don't look at me." Everything's changed. Everything.

Dental Implants

Dental implants have revolutionized the process of replacing missing teeth, particularly for people who have dentures or have lost too many teeth. The idea of replacing teeth by anchoring something in the jaw and attaching a restoration actually goes back thousands of years.

But it took modern materials science to make dental implants an attractive and very long-lasting option for people who are missing teeth.

What Are Dental Implants?

Implants consist of two parts. The implant itself is a small, extremely strong screw made from titanium or a titanium alloy. The implant is inserted into the bone beneath a missing tooth and carefully tightened to a predetermined level.

Generally, there's a period of time required for the bone to fuse to the implant; this process is called osseointegration. But in many cases, a restoration can be placed onto a dental implant immediately.

Once the implant is secure, the restoration – a solid crown, a dental bridge, or even an entire arch of replacement teeth – is secured to the implant.

Bridges and full arches typically require more than one implant; a common procedure is to place multiple implants in the upper or lower jaw and then use those to secure a bridge or a denture.

Indications

As you've read, permanent dental bridges attach to adjoining teeth for strength and stability. But what about when you don't have any back teeth all the way to the rear that can support a bridge? In those cases, an implant becomes the undeniable option. If you have no other way of putting molars in a person's mouth permanently because there are no teeth to brace off of or hook onto, the implant becomes the perfect solution to the problem.

There are other situations where the only way to create a permanent solution is to use implants. One such situation is when a dental bridge has failed. The typical response is to replace the bridge using the standard approach. However, we've had a number of situations where the standard approach didn't turn out as well as anyone would have hoped.

The Advantages of Dental Implants

Implants are some of the strongest and longest-lasting dental restorations you can get. The implant itself should last the rest of your life with care.

Implants return nearly 100 percent of your chewing power, far more than any other tooth replacement option. That's important from a nutrition standpoint but also from an

aesthetic one. When teeth go missing, the underlying bone begins to deteriorate. That deterioration, plus the lack of support from the missing teeth, can cause your face to have a sunken appearance, making you look older than you are.

The implant replaces the root of the missing tooth, transferring the pressure of chewing and stimulating the bone. Implants can help keep the underlying bone healthy while the restorations provide support for your cheeks, removing that sunken look.

Implants look, feel, and function like your natural teeth, and you care for them just like you would your natural teeth. And with our same-day smile program, we can give you state-of-the-art restorations in a single visit!

Pablo M. is delighted with the difference that implants have made in his life. For the sake of clarity, please note that he uses the term “denture” to refer to his overall dentition, not a denture as we typically understand the term.

I had lost some of my pieces – the molars. And I needed to get some implants. But, you know, without some of your pieces, your denture is kind out of place. And it was a little more difficult to try to find my bite, the correct one. And also, I kind of had to come to terms with the fact that the only solution was implants. And then, of course, with the implants came a set of crowns that were designed especially for my case. [Dr. Moore] did a procedure in my upper denture that was, it is really an innovation in the field today. I don't know the precise terms for that, but in the beginning it was something that I was a little skeptical about, how good it would work. But it really worked. ... it's been three or four years ... and my denture is back to when I was a boy of 10 years old. I remember my father (also a dentist), I used to play in his office all the time. I was his “model.” Any time a patient would want to see a nice and beautiful denture, I was the boy to show off my teeth. I couldn't do that for many years. Now, I can do that again with the help of Dr. Moore.



Not all implant surgeries produce the results that the patients want or need. Here's a case where we were privileged to assist.

After years and years of trouble with implants, a patient was referred to us by a local oral surgeon. The surgeon was having difficulty trying to close perforations into her sinuses from prior implants.

At this point it was decided that a good alternative was to use her new porcelain implant bridge, which would seal snugly against the holes. This was made entirely possible by having an in-house lab that was able to carefully custom fit the underside of the implant bridge to the holes, just as we have done for years, like fitting the underside of a false tooth on a bridge.

At Cosmetic Dental Associates, we place implants as well as working with a number of oral surgeons and periodontists to take care of placing the implants. Once the implants are firmly anchored, sound, and healthy, we take on the challenge of creating and placing the aesthetic restoration.

And it is a challenge, or at least it should be. You can have a functional crown placed on an implant that ends up looking like a bolt with a marble on the end of it. Or you can have an aesthetically pleasing restoration that looks exactly like a tooth that grew out of the gum.

That's practically the difference between cosmetic dentistry and regular dentistry. In regular dentistry, the dentist just sticks a replacement tooth on the implant. The best you can say is, "OK, it's a tooth. You can eat on it." The skilled cosmetic dentist will also give you a fully functional tooth, but even you will be asking, "Wow. Which one is the implant? They all look like teeth. They all look like my teeth."

Are Dental Implants Right for You?

So, how do you know if dental implants are your best bet for tooth replacement? There are a number of important considerations, including your overall state of health, the health of your mouth, and the thickness and strength of the underlying bone. The only way to know whether you're a candidate for dental implants is to get a detailed exam and analysis of your teeth and jaws to see if they are the best thing for you.

Be careful to seek out someone who has extensive experience in both bridges and implants and can honestly tell you your best option. A cautionary note: anyone who pushes implants will nearly always tell you they have extensive experience in bridges. The reasoning for whether the bridge or implant is best is easy to understand and your dentist should be able to explain it so that it makes complete sense. If not, always seek

out another opinion.

Moving Teeth with Orthodontics

Part of a beautiful smile is having teeth that are straight, well-aligned, and evenly spaced. The branch of dentistry that addresses the position of teeth in the mouth is known as orthodontics. Orthodontic braces can actually help reduce the amount of cosmetic dentistry a person needs, and there are other benefits as well.

Improperly aligned teeth can change how your jaws come together. That misalignment can cause chronic headaches. Misaligned teeth can also interfere with your ability to chew properly and can place undue force on the teeth. Over time, that can compromise your nutritional status and leave you vulnerable to illnesses and loss of teeth. Crooked teeth can also impair your ability to floss and brush as you should, which can lead to the host of problems associated with gum disease.

Straight, properly aligned teeth are what everyone needs.

Beyond the physical aspects, orthodontic problems like gapped teeth, crooked teeth, and bite problems make people self-conscious about smiling or laughing out loud. There's considerable research to show that people who smile freely are seen as more trustworthy and do better in their careers. The implications of not smiling on a person's social life and relationships are obvious.

These Aren't Your Father's Braces

When we began providing orthodontic treatment at Cosmetic Dental Associates 30 years ago, we only had removable metal and plastic appliances and conventional braces with brackets and wires. Everything was quite visible and extremely uncomfortable – most notably the pressures and sores that the metal generated rubbing against the tissues of the mouth.

Today, CDA has a number of comfortable, nearly invisible options for straightening teeth. We offer four types of braces.

Invisalign®

I'm very proud that Cosmetic Dental Associates was the first, and is currently the most experienced, Elite status Invisalign provider in San Antonio.

Invisalign clear braces are a series of customized, nearly invisible plastic trays that use subtle pressure to guide your teeth to their rightful place. Remove the trays at meals, for special occasions, and at any other time you deem necessary. You should wear Invisalign aligners for at least 22 hours a day for the best results.

After a few weeks, you switch to the next aligner in your customized series. That continues the work of slowly and surely moving your teeth into their new positions.

The smooth plastic trays won't irritate your tongue, lips, and cheeks like metal braces. Since you remove the clear plastic braces to eat, there are no food restrictions as with traditional metal braces. And you care for your teeth just like you always do.

Invisalign can treat a wide range of orthodontic issues, including overbite, underbite, crossbite, open bite (where the teeth don't meet), gapped teeth, and much more.

For busy professionals whose careers may be impacted by wearing a "mouthful of metal," Invisalign is often an ideal solution. In fact, for most people who want beautifully straight teeth without social embarrassment, Invisalign is a preferred option.



The Process

Invisalign is made possible by the use of computer robotics and devices that really weren't available until fairly recently. We take a model or an imprint of your teeth and put it into the computer. It becomes a three-dimensional representation of the upper and lower sets of the teeth. The programmers and myself, as the dentist, get together and digitally straighten out all of these teeth so that they look nice and meet properly. This is the end result that we want to help you achieve.

Then, we take that end result and set the software program to specify each little step until we have the crooked teeth starting to move, and then all the way to where the teeth are straight. Each little step is sent to a machine that makes a plastic set of teeth at that

point in the orthodontic process. A clear aligner is then made to fit that set of teeth. That process continues until all of these aligners are made, packaged, serial numbered, and sent right to us at CDA.

When you come in, we will have you put on that first aligner, which will snap firmly onto your teeth. Because your teeth won't be aligned yet, the aligner will look like it's got crooked teeth in it. However, the aligner is actually slightly straighter than your teeth, so when you wear it, you'll feel a very slight pressure. After about two weeks, the pressure disappears somewhat because your teeth have gotten slightly straighter.

Then, you will switch to the next aligner in your customized series, and you'll have that same slight pressure for about two weeks. The process continues until you've gone through the entire series of aligners. The last aligner is modeled on your teeth in their end positions, and when that pressure goes away, your teeth are beautifully straight!

A Case in Point

One time we received a call from Invisalign to take over an Invisalign case from a local dentist who was having difficulty treating his patient.



It turns out the patient had such a severe underbite that it appeared nearly impossible to move the bite into the correct bite location. It was presumed that surgery would be the only way to correct this person's problem.

But because of innovative bite movements and proper coaching of the patient on how to allow the bite to jump, it was possible to correct one of the most severe underbites ever recorded without the use of surgery. The treatment was so astonishing that it was one of four cases from across the United States chosen for presentation at the national Invisalign Summit meeting in Las Vegas in 2013.



Another important use of Invisalign clear aligner technology is the alignment of teeth prior to placing porcelain restorations. By being able to line up the teeth in a smooth, even arch form, it is much more possible to place very conservative, even prepress, veneers. Also, by aligning teeth more exactly where they belong, it is possible to place more precisely proportioned and sized teeth in the overall scheme of the smile. Done correctly and sequenced properly, it can improve cosmetic outcomes dramatically.

ClearCorrect

ClearCorrect clear aligners are made right here in Texas. Similar in concept and design to Invisalign, ClearCorrect is designed to correct mild to moderate dental malformations – twisted or crooked teeth, gapped teeth, overbite, underbite, and crowded teeth. The length of treatment varies by your need but generally takes less than one year.

Invisabrace™

We also have our own in-house system of clear aligners called **Invisabrace™**. They are custom made in our lab and can be provided to you in as little as one visit. If you're looking to begin your journey to straight, beautiful teeth as quickly as possible, this option may work for you.

Straight Wire Braces

Straight wire braces are also known as traditional metal braces. They use a metal wire and metal brackets, or pads, to apply pressure to your teeth to move them into the proper position.

Traditional braces are often the only solution for severe orthodontic needs, but they come with some disadvantages. The metal pads, which are adhered to your teeth, and the connecting wires can irritate the sensitive tissues of the mouth – your lips, gums, tongue, and cheeks.

Since the pads remain affixed to your teeth, maintaining good dental hygiene while you're wearing them can be a challenge. There are also restrictions on certain foods.

Again, there are some conditions that are best treated with traditional braces, but there's only one way to know which orthodontic treatment is right for you.

We'll be happy to perform an examination and determine the best option for straightening your teeth.

Back in the day, a patient came to us after having been to numerous orthodontists, who had told her that Invisalign was only for easy cases and that it would not work for her. She came to us because she had heard that we were very experienced in Invisalign. At the initial consultation, her case was identified as being one of the most challenging crowding cases to date. During this visit, she expressed that she wasn't expecting anything impossible but wanted any improvement she could get without having to wear "railroad tracks." When we agreed to fix things, it was rational and not overly demanding and with the understanding we may not be able to achieve the ideal finish. My commitment to her was to try my best to get the best result I could, and so we agreed to begin Invisalign to see if we could get a reasonable result for her.

As the case progressed, we discovered that it was slowly turning into an easy Invisalign case. That case ended up revolutionizing the way we now approach complex Invisalign cases. Now, we can simply "go for the fences" and try to get a great finish, and if it doesn't happen, no biggie. We simply have to make a second refinement set at no cost to the patient, even a third or fourth if necessary. Since this time, it has now become a policy of premium Invisalign treatments to include this as a fail-safe measure to ensure a great outcome. This is the key ingredient that brought all complex cases within successful execution. Take a look at what we were able to accomplish with Invisalign over 10 years ago.



Children's Orthodontics

As you saw in the section on options for straightening teeth, the practice of dentistry continues to evolve. Another thing that's changed since we opened our doors is the "routine" process of extracting perfectly healthy, permanent adult teeth.

Back in the day, it was common to extract some permanent teeth – even in adolescents – to move the others into their proper positions. But today's wisdom is tomorrow's jaw-drop, and this is one of those cases.

Let me preface an explanation by saying that any time you are told one or more teeth should be extracted for orthodontic reasons, you should always get another opinion about whether this is *really* needed.

Fortunately, the practice of removing perfectly healthy teeth is slowly dying out, and here's why.

A Slight Miscalculation

As we consult more and more patients who have received "extraction" orthodontics, it has become apparent to cosmetic dentists that this is a problem. It is very much an aesthetic and functional problem that wouldn't be seen for many years to some.

When a smile that looks good on a 13-year-old is put on the head of a 30-year-old, the aesthetic concerns become obvious. The functional problems can become debilitating. With millions of people having received extraction orthodontics, it is now possible to see these problems.

Now, to be certain, this isn't to say you should *never* extract teeth. But extraction is justified only in the extremely rare event when there really are too many permanent teeth (more than normal) or when there is a genetic mutation.

So why are so many kids getting permanent teeth extracted to have their braces done? As it turns out, a number of misconceptions contribute to this mistreatment. It has taken decades to unravel this mystery, and it's now safe to reveal how this all came to be.

Years ago, there was a flawed study that showed how the jaws didn't grow after 8 years of age. The authors of the study concluded that the jaw the small child

presented with – the full set of crooked teeth – would “inevitably” stay small. Therefore, they thought, the crowding could not be resolved with braces without removing some of the teeth. This turned out to be a wrong assumption on two counts.

Did Anyone Say There'd Be Math?

For all you mathematics buffs out there, here's an interesting discovery. As it turns out, all the room needed to straighten teeth was overlooked mathematically. A misunderstanding of a simple middle school math concept proves that the room was there all along.

This formula says that if you increase the width of your smile by only 1/8th of an inch, you would get more than 3/8ths inch of space around the arch. (The formula is $2\pi r$ if you want to look it up.) This is more than enough room to stick a whole tooth into the set. This alone is an incredible revelation that makes it easy to see how you could get a tooth or several teeth that were completely blocked out of the arch to fit in easily. Just widen the smile a little!

The other assumption was that the teeth were stuck in a jaw that wasn't going to grow. Well, the fallacy of this is easy to spot. Just look at the jaws of any 30-year-olds, and you will have your answer. The 30-year-olds' jaws are obviously bigger ... unless they've had their permanent teeth pulled and braces applied.



Here is a case where the teeth were extracted as a young teen, and then what things ended up like years later. As you can see there was plenty of room for the extracted teeth and by moving them where they should be the profile was greatly improved.



For 30 years now, we have been straightening thousands of adults' teeth without pulling any teeth, and invariably, they fit. Why is this? It's because when the teeth are moved in a way that encourages the jaws to expand, the jaws expand. It's as though they “want” to be correct.



Now, why would this be? Well, it's almost unfair how simple this explanation is. Let's say there's some sort of divine intervention. Let's pretend for a moment that God had something to do with this. Do you suppose somehow He messed up and put too many teeth in millions of children? I doubt it.

Even if you don't believe this and you are an "evolution" buff – how in the world did millions of years of evolution screw up and in just the last 100 years start putting too many teeth in humans? It's just not logical. It makes no earthly or heavenly sense that "things" are just messed up in our kids and we have to start pulling their permanent teeth out. Think about it. Millions of mutant children! What's going on?

Once again, it's something very simple with a very simple remedy! All you have to do is wait a little bit until the child's head is closer to an adult-sized head before you straighten their teeth. After that, just widen the smile a little bit – and there you have it. Trust me, the teeth are the exact same teeth the kid will have at 30, and they will fit in a 30-year-old's jaw! Waiting until high school alone will make a huge difference. The head is very nearly the full adult size.

The Challenges of Modern Living

So what gives? Why all of a sudden does modern man have this problem? Well, we've seen how the math is misunderstood, so what is causing this problem developmentally – making the smile narrow? Unfortunately, it turns out that this common cause of malocclusion is also the most overlooked and least appreciated problem with the smile!

Most likely, this problem is from two sources: thumb sucking and sleeping on a pillow on the side of your face. Apparently, applying pressure to the side of a developing face eight hours or more a day (while the child is sleeping) for years and years is enough to cause the dental arch to collapse inward 1/16th of an inch or so! This is more than enough to cause all the crowding and all the unfortunate extractions of permanent teeth in our children.

Yup, There's Math

Just so we know, this "least understood" and "least treated" aspect of the human smile is how narrow the smile is. By simply widening the smile, we get the room to straighten the teeth (a little wider equals a lot of room around the arch). When adequate room is created, there is no need to extract. The teeth all fit like they were meant to. Only rarely does anyone measure or calculate how wide the smile should be, especially calculating

how wide a 30-year-old's smile is supposed to be! This lack of appreciation is why so many parents are being told their kids need their permanent teeth pulled.

So how do we know this? All too often, we see adults (30 years and up) arrive in our office asking what we can do to make their smile wider and more attractive. They often come in complaining that their profile is unattractive. They feel their nose and chin are too prominent and their smile "too small," kind of like the profile of a witch.

Orthodontists refer to this as the "dished-in face." Yes, believe it or not, it has a bad name to try to get orthodontists who are pull-happy to stop. It is caused by extracting permanent teeth to "make room" to straighten them.

Worse than this, we have consulted with individuals so distraught over their dished-in face that they've considered having part of their nose and chin removed by plastic surgery to correct this look. Instead, more times than we can count, we have moved the teeth back out to where they belong and put in four bridges or four implants right where they had their teeth pulled when they were younger. How expensive, time-consuming, and painful can you get?



One time I had a patient who had four teeth taken out and was caught in the middle of a distressing orthodontic treatment. He could tell that his mouth was collapsing inward and that his jaws were getting smaller and smaller. Asking what could be done, it was obvious that he

simply needed to have all of the teeth be where they would naturally occur.



We opened the spaces and evened out the shape of his arches in order to place four implants. Today he has big broad smile that is proportionate with his face.

Another patient was brought to us by his mother because she was concerned that

the orthodontist her son was in mid-treatment with wanted to pull four of his permanent teeth. The orthodontist claimed that there was not enough room and that his bite could not be fixed without pulling the teeth.

After some discussion, it was decided to try to straighten the teeth without the extractions. Over the next six months, we widened the smile a little and the bite closed in beautifully as the young man grew several inches. He's now over six feet tall and has a smile to match. Thank goodness it isn't the smile of a 13-year-old on a six-foot-plus-tall man.

It's so much easier to do it the way Mother Nature intended in the first place. So, if you're curious about this, always seek out someone who can fit all the teeth your child was born with into their smile. We're betting you'll be glad you did.

Final Thoughts

I've devoted some 30 years to improving people's lives by perfecting their smiles. I've met many wonderful people, and it's been my honor to assist them.

I hope that this book has answered many, if not all, of your questions about cosmetic dentistry. Obviously, I'd love to be your dentist. But I wrote this book to prepare you to evaluate whether a dentist you might be considering to fix your smile can deliver the results you want.

What I *don't* want is for you to invest in cosmetic dentistry and be dissatisfied with the result.

I haven't covered absolutely everything involved in cosmetic dentistry; for instance, cosmetic dentists should also offer gum reshaping/gummy smile treatment; cosmetic reshaping; gum depigmentation; the complete range of general dentistry services; and much more.

A true cosmetic dental office should have an "everything-under-one-roof" capability. Maybe you've experienced the dental runaround – your general dentist detects a problem that he or she doesn't ordinarily handle, so off you go, referred to a specialist in that problem.

For instance, you might have advanced gum disease. I hope not, but it happens. So you're referred to a periodontist who specializes in treating gum disease. Several weeks to several months later, all traces of gum disease have been eradicated. However, the disease and the treatment have left your gums irregular, exposing roots and leaving spaces between them, which detracts from your smile.

But neither your general dentist nor your periodontist offers laser gum reshaping and veneers. So, once again, you're visiting yet another dentist.

Ping-pong between different dental practices, and it'll cost a small fortune. That's certainly no small consideration, but there's another downside to playing "practice roulette." Your dental care will be dispersed among so many different concepts of what would look good that it very rarely turns out as well as it can.

So, my vision was a place where you have all of these dental disciplines under one roof, where you can bring them all together, and have them all laid out in one comprehensive plan. Our philosophy and practice design ensures that you can get the results you want quicker, with less expense, and with a superior outcome, because everything is planned in advance and with an eye toward achieving a single superior result.

Our most involved cases may require oral surgery, and gum surgery, and root canals, and braces or Invisalign, and replacing missing teeth with implants, and then placing veneers on the whole set. When you have something that complicated, you need somebody who has a lot of experience in all of those areas to bring that treatment together and make it all balance out.

You'll Love Our Place

When I opened this practice in 1986, my design aesthetic was ahead of the curve. We laid down some very fancy carpet, brought in some neat-looking sofas, and applied some dynamite-looking wallpaper. I made the choice to use daring colors, colors that nobody in the decorating industry was using. A lot of the people who saw it were impressed by how modern, unique, and fresh it looked at the time.

But within a few short years, those colors actually became “the bomb” colors that were used widely in other dental practices. Eventually, the aesthetic for the new practices that were opening became, “Wallpaper is on its way out; you need to get granite countertops, and you need to have rounded bullnose on the walls.”

I was preparing myself to go down that road again until I thought, *If I do that, I'm just going to wind up looking like all the other dental offices again.* Instead, I spent some time thinking about the future of dentistry. And then it hit me like the proverbial ton of bricks: The future of dentistry is going to look like *the future*.



I sat down and looked at the layout of our office. I asked myself, “How do I make this a future office?” That became our new “thing.” The future of dentistry is here, and we are it.

When you walk into my office, you're going to see sparkling white LED lighting, a super-clean environment, and an expanse of

slick, beautiful, glossy porcelain tiles. It's fun, it's futuristic, and it's very much us. As cool as it is, though, it's still just a building. What really makes the difference are the people who work here, aided by the technology we can employ to solve your dental problems.

You'll Love Our People

I have a fantastic staff. That wasn't always true because when I first started out, I had no real managerial skills. They don't really teach you how to build a practice in dental school. I was sort of learning by the seat of my pants. But now, I'd have to say, at this late date in my practice, I have an incredible staff.

One of the underlying requirements we have here is how well the person interacts with other people. By hand-selecting people like that, and then training them up, we've built this into a practice with some amazing people. They're really good at what they do, and they interact so well with patients, and they're very friendly.

We regularly get remarks or comments from our patients that, summarized, go something like this: "Gosh, I've never been in an office with such nice people. What do you guys drink and what kind of Kool-Aid have you got here?"

It's just fun to work here, and with such nice people, it's just a real pleasure. I think we naturally communicate that attitude to all our patients. And while I'm slightly embarrassed to admit it, I make a game of getting to work that involves dodging the other cars. I'm just ready to go to work, and I'm just having too much fun to wait. It's really a great environment.

I'm very proud to say that our entire staff is heavily involved in helping to make our community a better place to live and work. We do quite a bit of "pro bono" dentistry, but our efforts don't stop there.



Our staff has done juvenile diabetes runs and breast cancer awareness marathons and Save the Dogs marathons.

We've got a bunch of animal lovers in the office. We have plaques and awards from animal rights groups – Defenders of Wildlife, the Humane Society, Saving Farm Animals Sanctuaries, Save the Wolves, Save the Dolphins, and Save the Whales. Among others.

We have a “Wall of Fame” in our office. I'll be happy to show it to you.

You'll Love Your Experience with Us

I've been in practice for over 30 years, and I've seen every shade of dental anxiety out there.

Generally, dental anxiety stems from a past event. A person has had a bad experience, or they've had an experience where they don't know what's going to happen. One of the informal definitions of anxiety is, “You don't know what's going to happen, and not knowing bothers you.”

So, people come in with a history of a bad experience with a dentist, and they're anxious because they don't know whether they're about to have another bad experience. Or they haven't had a bad experience, but they've heard dental horror stories from other people. They're anxious because they don't know if they're about to experience something similar.

We understand dental anxiety. When you arrive at our office, we help ground you firmly in the here-and-now rather than in the “What if ...?” You'll see that our environment is different, and equipped differently, than you may have heard about or experienced. And I'd wager that there's no better staff anywhere to help you feel understood and cared for.

We'll take the time you need to help you feel comfortable. We'll also:

- Listen to all your questions and concerns
- Book longer appointment times so we can move at your pace
- Make you knowledgeable about the procedure we're performing
- Use skill and a gentle touch to minimize discomfort

You'll know that you're in good hands and that you'll be well taken care of. Not only will you know it, you'll feel it. We'll even provide a warm blanket to make sure you don't get chilly.

We look forward to the opportunity to show you how comfortable dentistry can be.

You'll LOVE Your Smile

There are a lot of areas that make working here fun, and that make getting your smile fixed a lot of fun. But we never lose sight of the well-being of our patients. One of our little sayings is, "We're beautifying San Antonio, one smile at a time."

You don't have to take my word for it. Here's what Irene G. had to say about her decision to get the smile of her dreams.

I had considered maybe getting a facelift, and then I thought, "Well, if you get a facelift, what are you going to do with those crapped-out teeth?" So, I thought, I'm going to try the teeth first and kind of see where that takes me. Well, sure enough, in getting this kind of a smile, it's not only welcoming to other people – it's not so much for yourself, it's for everyone else who's looking at you. They respond in a positive way. And those of us who have had more yesterdays than we'll have tomorrows, I felt like my tomorrows are going to be just that much better with a good smile, a great smile that I can give to other people. And they respond so positively! I just feel like this is a way of making this world a better place with a simple smile. Give them the best smile you can give them! That's how he has improved my life, and I'm not even thinking about a facelift anymore, because I feel like I don't need it now! I feel so good about myself. I'm pleased with it.



Our mission is to create an ideal, healthy white smile that looks so pretty, and is so healthy, that the people around you are asking, "How did you do that? Where did you get that? I want to go there." That inspires us to look in every direction to make as perfect a smile as we can for every patient. And when that happens and they smile, and their friends see that smile, their friends and all of their family love it, and they want to come here too.

Your “Aha!” Moment

I read a book while in dental school called *Aha* that talked about the “aha” moment. As I began teaching, I became friends with a professor, the one who had turned me onto the book and who discussed what “aha” actually meant mentally and spiritually.

We both recognized the importance of that while teaching. We played a game of seeing whether we could spark an “aha” moment for our students. We’d get together at the end of the day and compare how many “ahas” we got throughout the day. We felt it was so important to spend a lot of time discussing those students and those moments.

My personal “aha!” moment happened when my braces came off after three long years. I realized that this could be my career. I could do this wonderful thing for other people.

My hope is that you found your own “aha!” moment while reading this book. You might have realized that you can get the smile you’ve always dreamed of. You might have learned what put you off about some of the dentists you checked out previously. That’s your moment, and I can’t know what it is.



But I can guarantee you a “wow!” moment when you choose Cosmetic Dental Associates.

All of us at CDA want you and your loved ones to enjoy excellent health, eat the foods you love, smile widely and laugh often, and put your best smile forward.

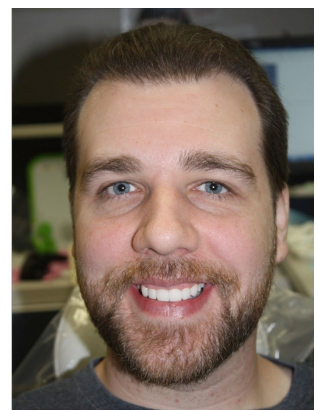
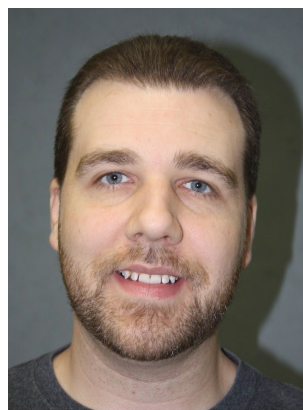
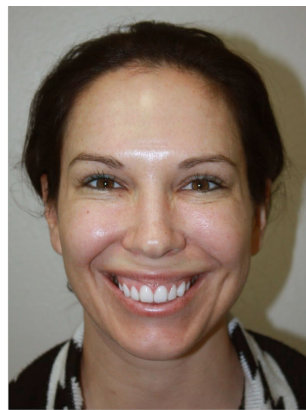
If you’re interested in exploring your cosmetic and restorative dentistry options, you can contact our office at 210-941-4444. We look forward to giving you the smile you’ve always dreamed of.

You’ll see that the art speaks for itself when you smile.

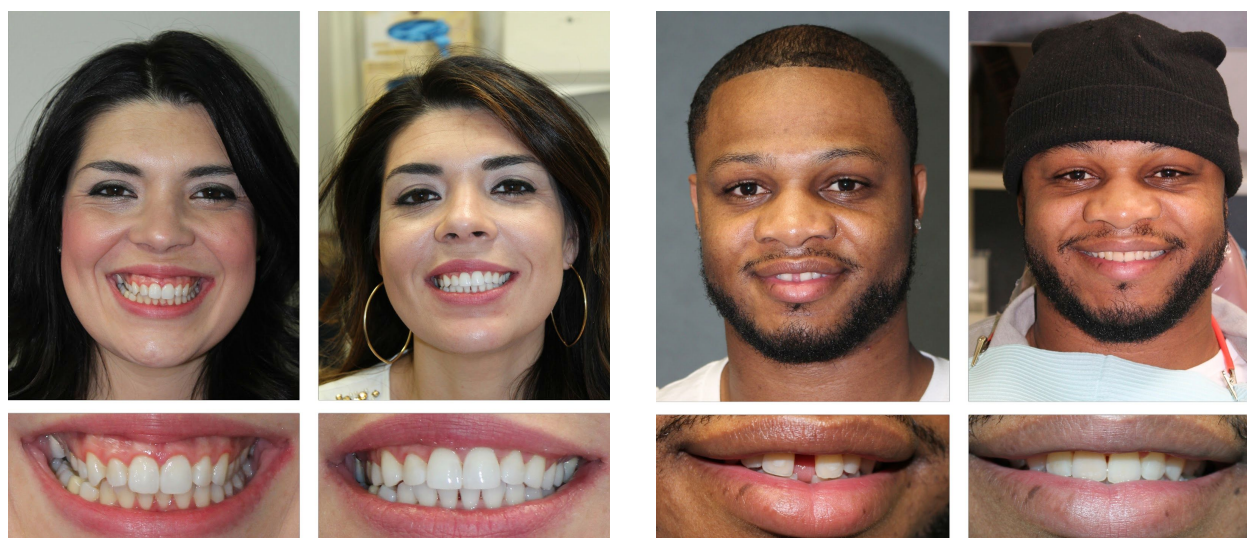
Before & After Gallery

I thought about writing an introduction for this section, and then I thought, “No. Let the art speak for itself.”

Veneers



Invisalign



Combination Treatment

These are cases that combine orthodontic treatment (Invisalign) and porcelain cosmetic dentistry (usually veneers) for the ultimate in conservative, noninvasive aesthetic bite and smile enhancement.







Appendix A:

Random (Rebel) Thoughts

I'm an unconventional guy in a lot of ways. I'm always looking for better, faster, more comfortable solutions to dental problems that deliver superior results.

Note to people interested in becoming a dentist: It's not always easy or comfortable to be a visionary in the field of dentistry. But I'm not deterred; I keep looking for those better solutions for two reasons. The first is that the search is interesting and the discoveries are thrilling. The second – and much more important – reason is that it's the right thing to do for my patients.

Here are a few stories about just how hidebound the dental profession can be in the face of innovation.

Don't Break That Jaw!

Years ago, I flew against the conventional thinking of the day by proposing a kind of treatment to correct a problem that was normally thought to be treatable only through surgical and orthodontic intervention.

My ideas weren't well-received; I was attacked by jealous area colleagues who thought the only way to do things was to cut people's jaws apart and put them needlessly through years and years of orthodontic treatment.

I proposed a simple veneering process that would have saved the day, but because it was new and unheard of, it was attacked outright. Today, I'm happy to report, for the first time, tremendous success in treating the underbite jaw problem without surgery.

By simply opening the bite slightly, it's possible to extend the length of the anterior teeth such that they jump the overbite without having to cut the jaws apart and move them into a so-called normal position. This saves the patient from the risks of lengthy orthodontics and invasive jaw surgery and makes it possible to correct their bite rapidly, efficiently, and safely without any shots, stitches, bleeding, sawing, or healing. In fact, their actual teeth can now be made more beautiful than ever – much more aesthetic than the surgery could've made possible. This is all possible in much less time and for much less money.

To this day, I can only hope the patient survived the treatment she was put through.

Years later, a young man who was a boxer came to me and asked me if I could do Invisalign. He had been to a number of the area orthodontists and surgeons inquiring about how to get his bite fixed in a way that would not compromise his boxing career. He was told repeatedly there was no way to do this, and as a last-ditch effort, he asked if I would please try using Invisalign.



After studying his case, I realized that I would be able to use the technique I was attacked for and would be able to give him a safer, faster, and more inexpensive alternative that would be safer for him in the sport of boxing.

Obviously, boxing with braces on wasn't going to happen. And there is no surgeon who would okay boxing after jaw surgery.

In a short time (nine months), his bite was completely corrected using veneers and Invisalign. The treatment was so successful and spectacular that the technique was invited to be shown and presented to thousands of dental professionals at the 2009 National Invisalign Summit meeting in Las Vegas.



This technique has been successfully completed numerous times and has proven to be stable over many, many years. Many patients have been spared the tremendous expense, lengthy stays in braces, and painful

recovery of surgery because of this new, innovative approach.

Orthodontics: High-Speed Invisalign

The conventional “wisdom” is that orthodontics take a long time. I was never very happy with that idea. I’m pleased to report that it’s now possible to do Invisalign treatment very much faster and dramatically faster than conventional braces.

If the sequence is designed properly by your cosmetic dentist, it’s possible to change Invisalign aligners out every week, speeding up the process tremendously. Imagine wearing braces and going to the orthodontist every month for a year. That’s 12 adjustments in one year to straighten your teeth. With Invisalign, because you are changing the aligner every week, it’s the equivalent of having 52 adjustments in a single year!

From this observation, it’s easy to see now why Invisalign is so much faster than braces. Cases that took three years to do with braces now only take one year to do with Invisalign. Cases that would take braces a year or more to accomplish can now be finished with Invisalign in six months.

When to Do Orthodontics

At this point, it may become apparent that Invisalign is the faster, superior technique for straightening teeth. Because of this, the question of when to start braces or orthodontics is an important consideration. Since orthodontics is frequently done in the early teens or even before, it is frequently, erroneously believed necessary to extract permanent teeth.

When you examine the dentitions of the world’s populations, it’s surprising to find that there is such a huge need for extraction of permanent teeth in the United States. In most of the underdeveloped countries of the world, full 32-tooth dentitions are commonplace. Rarely do these children have crowded teeth and/or need extraction of their permanent teeth.

The reasons for this difference between the U.S. and underdeveloped countries are theoretical, but probably include things such as thumb sucking, sleeping on pillows, and even hormone disturbances from the chemically altered GMO foods we eat. These things differ markedly between underdeveloped countries and nations such as ours. Genetic reasons for the crowding are probably not valid because our country was no different than an undeveloped nation just a few hundred years ago. Proof of this can be seen when you find out that premium-grade skull specimens used in dental and medical

schools come from underdeveloped countries. A premium-grade skull is one that has a full, unaltered 32-tooth dentition, which is almost nonexistent here in the United States or in Europe.

Armed with this information, it looks now like we are supposed to keep all of our permanent teeth. With that in mind, the obvious choice for the older teen then becomes Invisalign, for social and sports activity reasons.

This concept is also a bit ahead of its time and will probably be attacked as unpopular. That's okay; I'm used to it.

Implants

The new buzzword in implant treatment is “All-on-4[®]” implants. All too often, this refers to the removal of all of your teeth, the placement of four implant screws, and then the attachment of a plastic denture on top.

Be very careful of this technique if you are going to sacrifice good or healthy teeth in the process. Frequently, frightening terms such as “terminal dentition” are used to scare people into giving up all of their teeth, the good with the bad, in order to “cure” themselves of their terminal condition ... almost as though they have cancer.

The worst part is that they end up with a plastic denture sitting on top of four implants. Unfortunately, this is in no way a permanent solution. Just imagine what a piece of plastic, fixed in your mouth so you cannot remove it, would smell like after years of wearing it. Also, try to imagine how long a piece of plastic that you chew on every day would last.

In any given situation regarding the replacement of missing teeth, a very common and important consideration is whether an implant or a bridge is a better solution. This isn't an easy question to answer, because there are situations where one or the other is the clear and superior choice. When there are healthy teeth surrounding an extraction site, and there is ample bone, an implant may be the best choice. When the teeth on either side are decayed or in need of restoration and the bone is thin, the bridge can easily become the best choice. When there are aesthetic challenges, a bridge oftentimes gives a much faster and more predictable outcome.

There are a couple of very important uses for implants for which there are no other alternatives. Any time someone presents with a denture and wants to have a fixed

dentition again, there is no other alternative than implants. This is perhaps the most valuable use of the dental implant. Another indispensable use of implants is replacing missing teeth off the end of a row of teeth where there is no support on one end.

Implants are a great advance in replacing missing teeth, but they're not for everyone.

Art

I told you in chapter 4 about discovering a breakthrough in white porcelain for veneers that presented an extremely natural appearance. I've been thinking more about that recently.

Years ago, we began the search for what would be the perfect white teeth. There were many white porcelains available, and nearly all of the whitest of them appeared too fake.

We recognized early on that the fakeness was generally due to the white being too solid or opaque. This made the tooth look lifeless and flat. For our practice, the problem was solved when the company I mentioned earlier began introducing translucence to the porcelain that gave it a more crystalline white appearance. Trust me, the improvement is nothing short of spectacular.

Unfortunately, many dentists and technicians didn't realize that the change in translucency would make such an improvement in the realness of dental restorations. Even to this day, many exclaim you should never select the whiter shades because it always looks fake. This couldn't be further from the truth. The thing that makes a white tooth look fake is that it has a fake shape. When people have white teeth, everyone likes to look closely. If there is anything fake about the shape, that's what gives it away. Here's why.

One of the most important and unique characteristics of beautiful teeth are the facets on



the surface and the way they reflect light, much as a diamond does. As a tooth slowly turns or tips in the light, glints of light flash from the surface just like a diamond. When these flashes or sparks of light don't come off the surface just right, it gives the tooth away as either fake or natural. If you get this right, then you get

spectacular-looking, blindingly white teeth that fool everyone, even dentists.

I had a veneer patient I hadn't seen in many years tell me of an interesting encounter. One day when she was standing in a checkout line at a grocery store, a person tapped her on the shoulder and made a comment about how beautiful her smile was. He then asked if her teeth were real and that because he said he was a "cosmetic" dentist, he just had to know. Because of his claim, she decided to tell him the truth and confessed that they were indeed veneers. At this point, he started soliciting her to let him do her lower teeth for a "great deal" if she would let him photograph her smile at the completion.

She politely declined because she, being an artist-hair stylist herself, knew that the pictures would result in his taking credit as the designer of her smile. She also felt it was inappropriate that a dentist would try to solicit her business in a grocery store, especially since she didn't know this person from Adam. It is understandable that she would feel this way because this is actually a violation of the Dental State Board Regulations. Furthermore, she just experienced this same type of "theft" by other less capable stylists – photographing her hair designs and passing them off as though they were their own, and so she was particularly sensitive to this deceptive practice.

On the other hand, this was exciting for us because she was now prepared to come get the lower veneers she knew she wanted and wasn't about to get them from a dentist who would stoop to such a stunt.

Just as there are great diamond-cutter artists, there are great sculptors of the porcelain veneer. Just like not all artists are created the same, neither are the artists behind the creation of a truly beautiful smile. Every translucency, every shape, every spark of light comes together to create the perfect smile.

The Lab

In order to create consistently fine restorations, it's necessary to have a lab capable of it in the first place as well the ability to make corrections when necessary, right on the spot.

Any lab that says it can make perfect restorations every time isn't fooling anyone. Any lab that says it is constantly adjusting, tweaking, and correcting their restorations is telling you the truth about what it takes to be a truly fine artisan craftsman.

There is no better way to elevate the craft to its highest levels than by taking advantage of the opportunity to make these corrections right when the patient is in front of them, right while the restoration is in place. In this way there is no middleman, no interpretation of words, and no second-guessing the patient as to what is really needed and wanted.

When everything that needs to be accomplished in the lab is taken care of, the restorations are ready for placement. After permanent placement of all the restorations is completed, the final detailing of all the reflections of light may now be accomplished.

The exact placement and shaping of the facets that reflect the light like a diamond are done at this time. The exact size, shape, and position of each facet is carefully laid out and polished to a mirror-like finish. This is a highly technical procedure that has been developed and perfected by the laboratory, ceramic technicians, and cosmetic dentist right when the patient gets their veneers. Done correctly, this makes all the difference between acceptable cosmetic dentistry and exceptional cosmetic dentistry.

Appendix B: More Detailed Case Studies

Well, There's Your Problem ...

Over 35 years ago, a patient who had a set of removable front teeth came to us. The teeth were so poorly lined up that it was giving the patient severe headaches, so much so that she was being hospitalized to determine what the source of the headaches were.

We discovered that she was suffering from TMJ (temporomandibular joint) dysfunction. That was at a time when little to nothing was known about this problem.

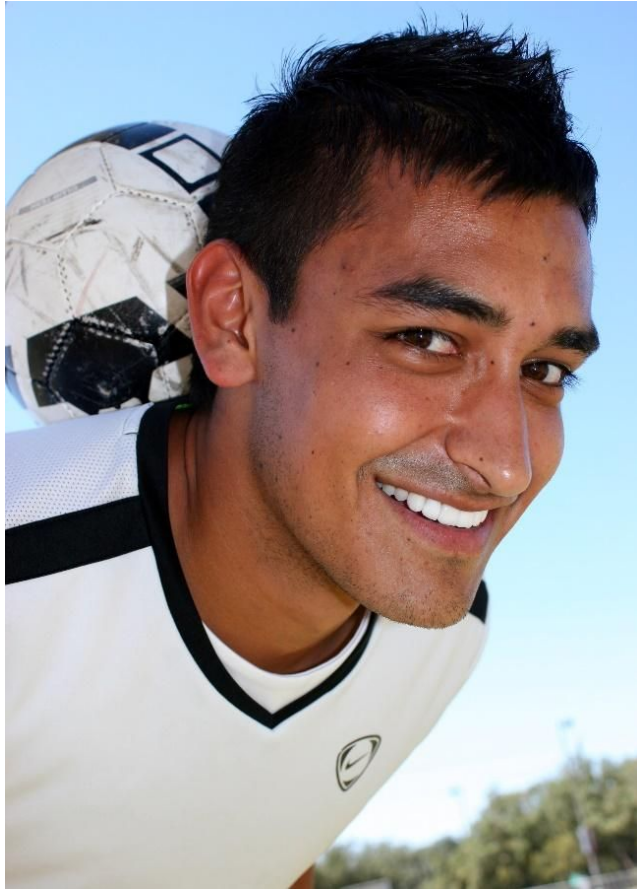
To everyone's surprise, her headaches completely cleared up when we placed a permanent bridge of front teeth spanning across 11 teeth, seven of which were missing. Here's a recent panograph of what we achieved in two weeks, start to finish.



The local dental society at the time scoffed at the treatment and exclaimed there was no way it would last past five years. Thirty-five years later, she still has the exact same bridge and hasn't had a TMJ headache since.

And here was her reaction: "ABSOLUTELY AMAZING!!! Would recommend anyone to come here. Very friendly, great work. Feel like a VIP every time I walk in the door. LOVE, LOVE, LOVE your work! Thank you for helping change my life!!! Truly a blessing."

Ain't That a Kick!



One time I had a patient come in to get his bite looked at because he was having trouble with his jaws. He had been to numerous dentists and surgeons about this problem before and had never liked the idea of taking time out of school or away from his soccer training to follow through with their unanimous recommendations of braces and jaw surgery.

Here again we were able to offer an alternative that looked better and helped him through life without missing a beat. Our approach was to use veneers to open the bite and then jump the “underbite” all in one motion. After a short stint with Invisalign, the bite closed back down to normal ... and he hooked up with the girl of his dreams because his smile was so “irresistible” and then went on to play semi-pro soccer. For a fraction of the

cost and physical risk, he got it all. Gleaming white smile, the girl, and the soccer career with no shots, no braces, no stitches, no bleeding, and no healing!

The Unintentional Matchmaker



Another time I had a female patient with an underbite problem. This time the bite issue was accompanied by teeth that were also badly broken down by decay. She had neglected them for years because everyone told her surgery was the only hope. She hated how they looked and was so scared of the prospect of surgery that she decided to pretend it didn't exist. Well, when she realized that she had to get dental care or was going

to lose her teeth, she decided to finally seek out some help.

Since it was necessary to make new crowns for all of her upper teeth, we decided to see if we couldn't just fix the bite at the same time. If you look closely in this "after" photograph, you can see that her lower face is a little more elongated, giving her a much more feminine profile and fuller upper lip. In addition to an improved bite, she also got whiter, more aesthetic teeth. No surgery could do that. Again, all of it, including opening the bite and "jumping" the underbite, was done in one treatment. After this, we were going to do Invisalign treatment, but as life would have it, she fell in love, married the man of her dreams, and ran off to another state, smiling all the way.



Now, Just One Minute!

I had a staff member who got a couple of veneers some 20 years ago on two front teeth. They were so successful and trouble-free that the idea of doing a set of eight sparkly white prepless veneers slowly became more and more enticing. The truth of the matter was that she really wanted all of her teeth whiter, not just the two front teeth repaired, and matched to her other greyish teeth.

She had tetracycline antibiotics as a child before pediatricians knew better, and it permanently discolored her teeth. So, after watching success after success with our patients, off to the races she went to have eight teeth done in her very own office.

Now, to give you some more background on this story, I think she had a deep-seated fear about getting opaque white teeth like a patient of ours did years ago. This patient also suffered from tetracycline staining, but a much more severe form of it. Also, the patient insisted on a total block-out of the discoloration as she wanted no hint of it to be seen. Although that patient was thrilled with her new look, it wasn't for everyone, especially this staff member about to get eight new veneers to conceal the same problem. As mentioned earlier, we have varying degrees of opacity and translucence, and a translucent, natural look was of paramount importance to my staff member.

When the try-in date came, the veneers were a tad thick and because of this, they looked a bit opaque. When she saw the new veneers set on her teeth, she froze and flashed back to the patient with the veneers she didn't like. While trying not to overreact, she couldn't help but let out a little tear. No, it wasn't a tear of joy.

Now, when placing veneers made for color correction that simultaneously need a little translucency, the veneer must be thinned after placement to get the best results. It was amusing because after all these years of watching veneers go on and the resulting joy from the patients, my staff member thought she was going to be the only one to suffer.



Also, she was not fully aware of the impact the final shaping and polishing of the veneers was going to have on the translucency in the end. After a moment, she realized she had given her feelings away about the opaque appearance and then thought back to all of the veneer patients she was so

excited for in the past. She calmed down and let us do our thing.

When we finished, she didn't want to look right away and went home to study them. That evening, she called back elated and exclaimed how thrilled she was with the outcome. Whew! Another success story.

When Did Theft Become the Highest Form of Flattery?

Back when we started doing super-thin prepless veneers – thinner than Lumineers – we thought to make a video of the process. It was really one of the first times a dentist did a live clinical high-definition video of a dental procedure like prepless veneers on a patient. After gathering several hours of video footage, we edited it down to the best three minutes of the entire process, put some music to it, and then added our intro logo and ending credits to finish it up.



After that, we put it on our website, 33smile.com, which was being hosted on YouTube, of course. About a year later, a staff member came to me to show me a hot dental video that was going viral in South America. She said she thought we should do a video like this because it looks just like the veneers we do. When I watched it, I realized it *was* our video but with the credits clipped off. Our video was going viral! It turns out the video was swiped by some dentists in Brazil that

shared and shared it. Patients shared it with friends and family and it went on and on until millions were viewing it. Then some European dentists stole it from them, and on it went until it swept Europe. After that, the Middle East got it, and now it's spreading all over Asia. Last count it was topping 45 million on Facebook!

Fixing That Wobble

Years ago, a gentleman came to me to inquire about fixing his “wobbly teeth” so that he wouldn’t need to lose them. Everywhere he went, the recommendation was full extractions and a denture or implants supporting a denture. He was terrified of the extraction process and any recommended surgery because of his past experiences. The guy was desperate to find another solution.

When he first came to us, he told me he had found out about our office through local oral surgeons who said they had heard of some heroic teeth-saving stunts coming from my office. Well, I couldn’t pass up an opportunity to help, and so we made a full 14-tooth bridge that went clear around the jaw, permanently anchored to the only four teeth he had left. The four teeth had only a few millimeters of bone left on them and were very wobbly for sure. The idea was so untested at the time – a bridge that was possibly doomed to failure – that I promised him a free denture if it ever failed so I wouldn’t have to feel guilty.



I’m happy to report I never had to make him a denture – he kept his bridge trouble-free until he passed some 20 years later. It turns out the teeth became incredibly stable due to the fact that they were all supporting each other by stopping all the destructive side-to-side forces that

were destroying the bone around his already weakened teeth. It also stopped his seemingly incurable gum disease and allowed him to chew food more vigorously than he had in many years. After this, he only needed periodic cleanings instead of constant treatments with gum specialists, which had been the case for decades prior.

About the Author



John A. Moore, Jr., DDS, is the son of two accomplished parents: his mother was a Japanese-American general practitioner and his father was a pediatrician and later a pediatric radiologist.

Dr. Moore graduated at the top of his dental school class at the University of Texas Health Science Center at San Antonio (UTHSC). His performance as a student was so impressive that he was invited to teach at the UTHSC School of Dentistry as a professor immediately after graduation.

An accomplished artist, his work has been included in University of Texas traveling art exhibits. Some of the University of Texas Health Science Center School of Dentistry dental training manuals contain many of his drawings, while others have appeared in textbooks used in dental schools around the nation and in Mexico.

He is a national lecturer and educator on the subject of cosmetic dentistry.

Dr. Moore opened his dental practice, Cosmetic Dental Associates, in San Antonio some 35 years ago. He and his staff provide the highest-level cosmetic dentistry services to their patients to help them realize the smiles of their dreams.

Back Cover Copy

HED: Your Teeth SHOULD Be Beautiful ...

COPY:

Everyone wants a beautiful, natural-looking smile they're proud to show. Some people spend many thousands of dollars on cosmetic dentistry only to receive a smile that is flat and lifeless, or so brilliant as to defy belief.

John A. Moore, Jr., DDS has spent his career pushing the boundaries of cosmetic dentistry. An artist inside and outside his practice, he has helped thousands of people to realize the smiles of their dreams.

Now, in this groundbreaking work, Dr. Moore demystifies cosmetic dentistry for the layperson, explaining exactly what you should look for in a cosmetic dentist and in the result you receive from investing in your smile.

As he puts it, "The art should speak for itself."

John A. Moore, Jr., DDS is a San Antonio, Texas cosmetic dentist who is taking the art of cosmetic dentistry to new heights. A top-of-his-class graduate of the University of Texas Health Science Center at San Antonio, he is a national lecturer and educator on cosmetic dentistry. His dental practice, Cosmetic Dental Associates, provides state-of-the-art cosmetic dentistry services to patients from across the United States and even overseas.