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*October 17, 18, 19 / 2008*



# A Unique Smile

By Dr. Charles Botbol



**Y**our smile is unique to you. It creates a lasting first impression, is crucial in how you communicate with the people you interact with and is central to how you look and feel.

An attractive and beautiful smile exudes confidence, indicates well being and conveys happiness and success.

The American Academy of Cosmetic Dentistry surveyed adults around the country and found some interesting opinions. About 75 percent of adults believe that an unattractive smile can hurt your chances for career success. A total of 96 percent believe that an attractive smile makes a person more appealing to the opposite sex. Virtually all adults feel a beautiful smile is an important asset. Yet only half of those surveyed were satisfied with their smile.

Whether it is Crest WhiteStrips®, Lumineers®, Invisalign® orthodontics or ZOOM® whitening, it is hard to avoid advertising for whiter, brighter, straighter teeth. Radio, cable TV and internet advertising by individuals and groups of dentists can lead to information overload for the average consumer.

You do not need to go to Beverly Hills or New York City to find some of the most experienced and highly trained cosmetic dentists in the country. They are right in your own backyard. But how do you know what to look for? What choices do you have? How much does cosmetic dentistry cost? How long does it take? Let's take a look at some of these questions. Drive along neighborhood streets and every dentist sign now says "Family and Cosmetic Dentistry." Since there is no specialty in cosmetic dentistry, every dentist can claim to be a cosmetic den-

tist even though skill levels vary dramatically. But you can find someone who has taken the time to master the complicated techniques involved to create the most beautiful smiles. Look for participation in hands-on training programs where dentists treat their own patients under the guidance of experienced faculty. The Pankey Institute in Key Biscayne, Florida, The Hornbrook Group in Chicago, or The Las Vegas Institute for Advanced Dental Studies, for instance, have some of the most rigorous and highly regarded programs from advanced cosmetics for front teeth all the way to aesthetic reconstruction of the entire mouth. These programs can be six to eight days each, and some dentists have spent hundreds of hours in advanced training to provide the state of the art in cosmetic procedures. In contrast, dentists spend only a total of 14 hours watching slides and videos to become 'certified' to place Lumineers®, one of the most heavily advertised dental products in history. Lumineers® are a brand of veneers produced by one dental manufacturer. Lumineers® can be used if your teeth only need to be made bigger, since they are added to the tooth. The color is painted on the surface so it often wears off over time. They often look chalky, rounded and unnatural for these reasons. There are many brands that look far more beautiful and do not cost any more. Ask for a comprehensive evaluation before starting any cosmetic procedures. Your dentist should start by carefully examining your teeth, gums, bite and jaw muscles to be sure that the right procedures and materials are selected for your unique situation. Models, photographs and x-rays should be measured and analyzed before the dentist proposes recommended treatment. Important problems could be overlooked if these steps are skipped, resulting in a finished smile that doesn't last as long or look as good as possible.

Misaligned teeth can now be invisibly

straightened using Invisalign® orthodontics (invisible braces) which are clear removable plastic shells (aligners) that gently straighten your teeth. Invisalign certified general dentists and orthodontists can provide Invisalign® treatment. If worn, chipped, slightly crooked or spaced, porcelain veneers are often the best option. Your dentist can choose the best type or brand of veneer for your situation. The best porcelain veneers can be made to look so natural that you would never notice anything but a magnificent smile.



**BEFORE**



**AFTER**

your teeth are as necessary in order

many teeth need to be treated and how difficult the procedures will be. Cosmetic dentistry has grown significantly over the last decade as there are more and more people who are willing to spend as much time and money as necessary to get the smile they've always dreamed of. And there is no sign that people will lose interest in cosmetic dentistry and other procedures such as teeth whitening and Invisalign, especially nowadays when a confident smile and polished appearance can impact immensely on

both an individual's personal and professional success.

Once you have agreed on a treatment plan, cosmetic dentistry can often be completed in as few as 2-3 visits. Good planning tools like digital photographic simulations and 3-D wax models can give you and the dentist a preview of what your finished smile can look like. Invisalign® orthodontics can take as little as three months with more complicated cases lasting a year or more.



**BEFORE**

Now is the best time for you to have the smile of your dreams. Look for the best "cosmetic dentist" you can find. You will not be sorry. Remember this - there is no such thing as a bargain in brain surgery, parachutes, fire extinguishers and cosmetic dentistry!

Everyone would like to know what the cost will be for their cosmetic dentistry before they start. The number of email requests for cost estimates has increased dramatically in the past few years. Unfortunately, cosmetic dentistry is not like upholstery cleaning or automobile tires. Each person brings unique individual problems with them. Choosing the best combination of treatment is the most complicated part of providing excellent cosmetic results. Expect to budget anywhere from \$3900 to more than \$6000 for Invisalign® orthodontics, depending on the complexity of your case. A complete smile makeover with porcelain veneers can often require an investment of \$8000 to more than \$16,000, again depending on how



**AFTER**

Warmest Regards,  
Dr. Charles Botbol

[www.StudioBdental.com](http://www.StudioBdental.com)  
[www.SmileAgainDental.com](http://www.SmileAgainDental.com)



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## **DR. CHARLES BOTBOL & ASSOCIATES**



Don't miss *He Said, She Said* with  
Ken & Mary Jo on the W Network!



Ken Kostick's Porcelain  
Veneers by Dr. Botbol

Over the past decade Dr. Botbol has been committed to providing his patients with the smiles they have always dreamed of. He creates smiles that are natural looking, healthy, and beautiful. Browse through his smile gallery at [StudioBDental.com](http://StudioBDental.com) and read some of the many testimonials he's received over the years.



Dr. Charles Botbol

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# Q & A with Dr. Charles Botbol

**Question:**

What is Cosmetic dentistry?

**Answer:**

Cosmetic dentistry involves dental procedures with the aim of improving the overall aesthetics of your smile. It can often referred to as a "Smile Makeover", "Hollywood smile" or "Wedding smile". A beautiful smile can have a dramatic effects on an individuals self-confidence, self-esteem and personal relationships. The recent increase in media focus on the smile, with TV shows such as "Extreme Makeover" and "The Swan" has created a public awareness about cosmetic dentistry and its accessibility.

**Question:**

What are porcelain veneers ?

**Answer:**

Porcelain veneers are a thin layer of porcelain which covers the front surface of the tooth. They can be used on any teeth that show when you smile. Veneers have been used to "instantly" close gaps between teeth, straighten crooked teeth, permanently whiten stained teeth or create better shaped teeth. The main advantage of using veneers instead of full crowns is the minimal natural tooth removal in the preparation process. Porcelain Veneers rarely stain, chip or

break. In fact, they are extremely strong and can last many years. They feel like your natural teeth and in most cases only a few visits are needed to create a spectacular new smile with porcelain veneers.

**Question:**

What is Invisalign® and how does it work?

**Answer:**

Invisalign® is the invisible way to straighten teeth without braces. Using advanced 3-D computer imaging technology to project tooth movement, Invisalign® creates a series of clear, custom-made aligners (invisible braces) that gradually move your teeth. You wear each aligner for about 2 weeks, moving to the next set, until the goals you agreed upon with your dentist are reached.

**Question:**

How long does Invisalign® take?

**Answer:**

As with traditional braces, treatment times vary depending on how much straightening your teeth will need. The treatment time is about the same as traditional braces, between 3 and 18 months, and the average number of aligners worn during treatment is between 18 and 30.

clothes, which only comes when your clothes fit properly. Never settle for items that are "almost" long enough. Take the time to source out clothing companies that will provide you with the extra inches you need to find those items that accentuate your best features and

fit you properly. Downplay your height, and you downplay a positive attribute: play it up and you're operating in a while new league: real, individual and unapologetic style.