



The Truth Behind Cosmetic Dentistry

**“Can It Actually
Change Your Life”**



Re: Special Report

The Truth Behind Cosmetic Dentistry

Dear Friend,

84 percent of adults perceive having an attractive smile as important, according to a survey conducted by Harris Interactive. This poll of 1,000 American adults between the ages of 18 and 50 years found that more than one-third would not be likely to set up their best friend on a blind date with someone with bad teeth. An overwhelming majority--85 percent--considers a person's smile to be very or somewhat important when meeting someone for the first time. Almost 9 out of 10 Americans polled said they thought people with good teeth are more attractive.

Fortunately, improving a smile is now more accessible than ever because cosmetic dentistry is available to just about everyone. Even the subtlest change in your smile can make a dramatic difference in the way you look and feel about yourself, and the way others perceive you. Talk to us and ask about white fillings, teeth whitening, dental bonding, dental crowns and dental veneers. Then sit back in your chair and wait for your new life to begin.

"When Changing Your Image, Start With Your Smile"

According to studies by social psychologists, most people spend about 30 seconds appraising you before they begin to form a laundry list of

impressions about you. Impressions formed in the first 30 seconds might include: your educational level; your career competence and success; your personality; your level of sophistication; your trustworthiness; your sense of humor; and your social standing. For better or worse, this means that appearances count in today's world, according to Susan Bixler's book *The Professional Image*.

Can a new smile make you appear more successful and intelligent?

Previous consumer studies have proved that a beautiful smile will make you more attractive. But according to research conducted by Beall Research & Training of Chicago, a new smile will make you appear more intelligent, interesting, successful and wealthy to others as well.

Dr. Anne Beall, a social psychologist and market research professional carried out the independent study on behalf of the American Academy of Cosmetic Dentistry (AACD). Pictures of eight individuals were shown to 528 Americans, a statistically valid cross section of the population. The respondents were asked to quickly judge the eight people as to how attractive, intelligent, happy, successful in their career, friendly, interesting, kind, wealthy, popular with the opposite sex, and sensitive to other people they were.

Two sets of photos were created, with each set showing four individuals before undergoing cosmetic dentistry, and four after treatment. Half the respondents viewed set A, the other half set B. The eight subjects viewed by respondents were evenly divided by gender. Two had mild improvements through cosmetic dentistry, two had moderate improvements, and four had major improvements to their smiles, to give a wide range for respondents to view. None, however, had visibly rotten teeth, missing teeth or catastrophically bad dental

health in the before shots. Respondents were not told that they were looking at dentistry, but were asked to make snap judgments rating each person for the ten characteristics, on a scale of one to ten, with "one" being "not at all," and "ten" being "extremely."

The results indicated that an attractive smile does have benefits:

Characteristic Average	"Before" rating	"After" rating	Increase
Attractive	4.6	5.9	1.3
Intelligent	5.9	6.5	.6
Happy	6.2	6.8	.4
Successful in their career	5.8	6.7	.9
Friendly	6.3	6.8	.5
Interesting	5.4	6.1	.7
Kind	6.0	6.4	.4
Wealthy	4.9	5.9	1.0
Popular with the opposite sex	5.0	6.2	1.2
Sensitive to other people	5.6	6.1	.5

While the change was most dramatic for Attractive, Popular with the opposite sex, Wealthy and Successful in their career, the change was statically significant in all areas.

Below are some before and after images that were used in the above study.









In an independent study conducted on behalf of the AACD in 2004, we discovered:

Virtually all Americans (99.7%) believe a smile is an important social asset.

96% of adults believe an attractive smile makes a person more appealing to members of the opposite sex.

Three-quarters (74%) of adults feels an unattractive smile can hurt a person's chances for career success.

When asked, *"What is the first thing you notice in a person's smile?"*

The most common responses were:

- Straightness
- Whiteness & Color of Teeth
- Cleanliness of Teeth

- Sincerity of Smile
- Any Missing Teeth?
- Sparkle of Smile

And when asked, *"What types of things do you consider make a smile unattractive?"* The most common responses were:

- Discolored, Yellow, or Stained Teeth
- Missing Teeth
- Crooked Teeth
- Decaying Teeth & Cavities
- Gaps & Spaces in Teeth
- Dirty Teeth

And finally, when respondents were asked, *"What would you most like to improve about your smile?"* The most common response was:

- Whiter & Brighter Teeth

*All stats are based upon a 2004 scientific poll of the American public.
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"The All-Important Job Interview Can Hinge on Your Smile"

In the business world, appearances count. One college career planning and placement center surveyed 150 employers to discover the number-one reason for rejecting an applicant after the first interview. Of all the possible motives to discount someone for the job, the number one excuse was personal appearance.

Personal appearance includes clothes, posture, clean hands, and a pleasant face. At the center of the face is the smile, the facial feature most interviewers will focus upon as they ask their questions. Poor appearance was ranked even more significant than being a "hostile,

overbearing know-it-all" (reason no. 9) or "late for the interview without good reason" (reason no. 28).

Susan Bixler details a study conducted by the Fairleigh Dickinson University that researched the impact of an effective business appearance on a starting salary. A group of identical resumes were sent to more than a thousand companies with a "before" photo of the applicant or an "after" photo. The results underlined the importance of appearance in the determination of a starting job salary. Starting salaries ranged 8 to 20 percent higher in the "after" group, as the result of upgrading a mediocre business appearance to one that is polished and effective. Apparently employers want their people to look the part--professional, confident, energetic, and loaded with high self-esteem.

"The better you look, the more you earn."

It's no secret that when your smile is radiant, when your teeth are straight and white, when your facial appearance is attractive, you can create a welcoming first impression. The "million-dollar smile" could be taken literally for executives--in how much they earn because of it.

Recent research shows a connection between how much is in your paycheck and your appearance. A study released by the Federal Reserve Bank of St. Louis found that more attractive people **earned 5% more an hour** than their less good-looking counterparts.

Just about everybody would agree that a dazzling smile is an important social asset, according to the results of a survey conducted by the American Academy of Cosmetic Dentistry. By the same token,

74 percent of those surveyed said an unattractive smile can hurt a person's chances for career success.

If you're self-conscious about your smile, your job performance may suffer. Yet if your smile is bright and genuine, chances are you exude confidence and good cheer, which makes you easily approachable and pleasant for business transactions.

The truth is, however, that few people are blessed with perfect smiles. And luckily, you don't have to be a high-earning executive to afford a million-dollar smile. With the latest advances in dentistry, including smile whitening, straightening, or replacing teeth, many procedures can be completed in two or three visits.

"First Impressions are Key to Communication"

When meeting someone for the first time, the way you look is even more important than what you say. Sociolinguist Albert Mehrabian found in his comprehensive research on communication that:

- 7 percent of a verbal message comes from the words used
- 38 percent comes from the vocal tone, pacing, and inflection
- 55 percent is transmitted by the speaker's appearance and body language.

Your smile is one of the first nonverbal cues you give to people.

You may notice that other people treat you a certain way right when they meet you, often without even talking to you. You may have also heard the phrase that "When you smile, the whole world smiles back at you." If you're ashamed of how your teeth look, if you're

embarrassed about your smile, if you're covering up your mouth with your hand when you speak, other people may read these nonverbal signals in a negative way. They may think you have a low self-esteem, that you have little confidence, that you're not capable of a more important job, or of sustaining a deep and lasting personal relationship.



A new smile can make you look better and younger, boost your self-confidence and self-esteem, as well as increase your communication ability, your sex appeal, and impact on your personal and professional relationships. And getting that smile isn't as complicated as you might imagine.

Many people can have a dramatic change in their smile with just a few visits to the dentist. So many options are available today that there is no reason why you need to suffer the injustice of a poor job or a failed relationship just because you don't have an attractive smile.

"Whiter Teeth May Boost Your Kiss-ability Rating"

One-third of 1,000 American adults ages 18 to 50 years old would not be likely to kiss someone with bad teeth, according to a recent poll

conducted by Harris Interactive. Bad teeth are often associated with poor oral hygiene, low self-worth, and a poor appearance. Conversely, whiter teeth are associated with beauty and health, as well as youth and energy, and perhaps not surprisingly, tooth whitening is the most common cosmetic service provided by dentists.

Tooth whitening removes stains from teeth caused by coffee, teas, tobacco, food, wine and tartar.

Generally, you can whiten your teeth using one of three methods: in-office whitening, at-home whitening, or whitening toothpaste.

In-office whitening has the most dramatic results with your teeth becoming up to eight shades whiter in about an hour while the at-home method can take about two weeks.

Great smiles attract other great smiles, the experts add. According to the Academy of General Dentistry, people with noticeable dental neglect are 32 times more likely to have a partner with noticeable neglect. People without visible dental neglect are 5.4 times more likely to have a comparable partner.



"Can Your Smile Spark an Important Relationship?"

Would you be attracted to someone with chipped, dark, ugly teeth? We bet if you had to choose between a person with bad teeth and someone else with a wide open smile that has even, straight, white teeth, you'd pick the person with the great, inviting smile. Why is that?

Can the appearance of your smile make a big difference in how people of the opposite sex treat you? Dental experts say a warm smile is a key ingredient to unlocking somebody else's heart.

With a few simple procedures that may take only two or three appointments performed by a cosmetic dentist, your personal life could soar. Today's high-tech procedures can change an awkward smile that keeps away the new dates to a confident, attractive smile that can foster the most important relationship of your life.

Of all the features you can change about yourself, your smile is one of the easiest and fastest to fix. Once you make a decision to improve your smile, once you find the right dentist who is trained in cosmetic dentistry, you can begin your journey toward having a smile that can lead your life toward personal success.

Take a few minutes to read this patient's story...

“Never Another Lonely Night...”



“She has a GREAT personality!”

That’s what my friends always told the men that they thought would be “just perfect” for me, and that they endlessly tried to set me up with.

And, actually, that was very true. I had a great personality. But personality only gets someone so far. I started to realize this after an endless string of first dates. Most of the first dates would end with, “I’ll call you.” I got used to waiting for calls from uninterested men.

Sometimes the first dates would lead to second dates, but not very often. And not with men I was really interested in anyway. I would just go on the dates because I thought I wasn't trying hard enough.

My friends would reassure me. They would tell me that meeting the right person takes time. But I knew. I knew that there was something else wrong. Sure I had a great personality, but I knew I had to do something.

This something would have to be done soon if I ever wanted to meet someone that I would want to spend the rest of my life with, or if I at least wanted to develop a long-term relationship with a man. So, I took a long, hard look at myself.

Sure I had an awesome personality, but I knew there had to be something thing else I could do. That's when it struck me. The one thing I had never really thought about was my smile. That's when I took a big step. At least it was a big step for me.

I stood in front of the mirror and smiled. I never smile. Well, at least not a big smile that showed my teeth. I never wanted anyone to see my teeth. I had never thought about this before, but it was true! I always thought my smile was ugly. My teeth were spaced apart and were slightly crooked. I never did have the ugly metal braces that most of my friends had when we were teenagers. I was more focused on building that wonderful personality that I thought would carry me through life and give me everything I ever wanted.

Plus, after years of drinking coffee and wine, I now had teeth marked with stains. I was never disciplined enough to stick with the over-the-counter whitening strips I would buy and then use once or twice. Of course, even if I had been successful at whitening my teeth, they still were not going to be straight and even.

I started to become painfully aware of how many times people smiled at me and I didn't smile back. No wonder men had lost interest quickly.

I wanted to be able to be happy with my smile, but I didn't think there was really anything I could do about it. At least not something I could do quickly and especially without a lot of pain. I am NOT a big fan of pain.

I decided to talk with a cosmetic dentist about my concerns.

The cosmetic dentist had great news! He told me that I several different options to address the different problems I had with my teeth.

I opted to go with porcelain veneers because they would be a relatively painless way to straighten and take away the spaces from between my teeth. He called it, “instant orthodontics.”

Another bonus - this type of veneer erased all of the stains on my teeth!

The procedure was really quick. My smile was gorgeous. I was very excited to show off my brand new smile to all of my friends, and ready for the next inevitable blind date they would set me up with.

Surprisingly, the thing was, I never had to experience another blind date! I actually met a man on my own. I was so happy with my new smile that I smiled everywhere I went. Like when I was grocery shopping, walking to work, and of all things during my daily run.

And, that is where I met my future husband. That's right! We had passed by each other during plenty of early morning runs. But, this time, I think my smile took his breath away.

We met each other on the trail – he going one way and I the other. Then, he turned around and quickly caught up with me. He breathlessly asked me why I suddenly was smiling during all of my runs. He had already noticed three days in row.

I gave him the smile of my dreams and the rest is history. We went out on our first date that night. After a year of running side-by-side along that trail, we were married last week. I will never have to spend another night alone!

Remember to smile at someone every day. And, be sure that it's a smile that makes you proud.

Take Action Now!

We offer a full range of dental services and **we absolutely never pressure our patients**. Ultimately our only job is to make sure you have all the information you need to make an informed decision.

So call today and start on the road to a more confident you!