The AACD 30th Annual Scientific Session is getting off to an exciting start with the announcement on Wednesday of the launch of “The Smile Story Contest,” a new program that will enhance the smiles and change the lives of up to five lucky people, all while raising awareness about the benefits of cosmetic dentistry.

Entrants to The Smile Story Contest will submit their smile story, telling why they deserve a new smile, plus a photo, at www.yoursmilebecomesyou.com. A public voting period, from June 11 to 30, will allow entrants to ask their friends, family and social networks to vote for them.

The top 20 will meet with a participating AACD dentist for a treatment consultation, and then a panel of dental professionals will select up to five winners, who will be announced in September through AACD’s Facebook page.

The winners will have a chance to show off their smile makeovers for the big reveal onstage at the academy’s 31st annual scientific session in San Francisco in 2015.

All AACD member dentists and laboratory technicians are invited ‘Smile Story’ contest to award makeovers

*Entrants to ‘The Smile Story Contest’ can win a new smile by telling their smile story. (Photo/dreamstime.com)
AACD launches ‘Your Smile Becomes You’ website

Interactive consumer site features smile analysis, Smile IQ quiz, educational content and videos

The American Academy of Cosmetic Dentistry (AACD) has launched a new consumer website, www.YourSmileBecomesYou.com. With the launch of this site, AACD is embarking on a campaign aimed to help educate consumers about cosmetic dentistry, encourage them in their pursuit to improve their smiles and to showcase the clinical excellence of our AACD member dentists.

There are currently many different cosmetic dentistry treatment options for patients, and this website enables the consumer to learn more about these procedures through a less intimidating, more consumer-friendly fun way,” said Dr. Jack Ringer, DDS, AAACD; AACD president 2013-2014. “We hope that the ‘Your Smile Becomes You’ website provides consumers with foundational information that will help them to have more informed conversations about their oral health with the right cosmetic dentist in their area.

The website educates consumers on the types of cosmetic dental procedures that can improve their smiles. The website’s content includes:

• “What Does Your Smile Say About You?”: A personalized smile analysis tool that uses Facebook to determine what your smile says about your personality.

• A “Share Your Smile” gallery: A photo gallery where users can upload their smile personality and view the personalities of other users who have also used the analyzer.

• “Your Smile IQ” quiz: A step-by-step quiz to help consumers determine the procedures that could improve their smiles.

• “Explore Cosmetic Procedures”: An educational section with consumer-friendly videos showcasing cosmetic dentistry procedures available to patients, such as bonding, veneers and whitening.

The website also features a “Find a Cosmetic Dentist” locator that enables the user to quickly find an AACD accredited dentist or an AACD member dentist practicing near them.

“More consumers are willing to pay for their teeth than to pay for weight loss,” said Barb Kachelski, AACD executive director. “Knowing this, we built the ‘Your Smile Becomes You’ website to help consumers understand the steps they can take to improve their smiles and to showcase the clinical excellence of our AACD member dentists.”

AACD launches ‘Your Smile Becomes You’ website.
(Screen capture/www.YourSmileBecomesYou.com)
treated by an AACD member dentist when seeking a new smile.

Dorfman was joined by several others onstage — including Judy Kay Masoulf, Practice Solutions Inc. president/owner; Eva Grayzel, a professional storyteller and oral cancer survivor; Kirk Behrendt, CEO of ACT Dental; and Dr. Christopher Ramsey, AACD accredited member — in a TED Talk-style format, called “Practice 360,” which was meant to educate and inspire the entire dental team.

Also new this year is the offering of live dentistry for the first time ever. In a partnership with the American Dental Association, the AACD is presenting “Education in the Round,” a live dentistry experience located in the AACD exhibit hall and open to all attendees. The goal of live dentistry is to provide attendees with a real-life demonstration of the procedures for which AACD dentists are highly recognized.

Today, you can see Dr. Wynn Okuda, AACD accredited member and AACD past president, discussing direct composite veneers. On Friday, Dr. John Weston, AACD accredited fellow, will present on prepless veneers. On Saturday, Dr. Brian LeSage, AACD accredited fellow, will talk about bonding.

Other highlights of the next few days here at the AACD include:
- A “Celebration of Excellence” gala, which will recognize AACD past presidents and the achievements of the accreditation class of 2014. The gala begins at 6:30 p.m. Saturday, and tickets are available for purchase.
- Hands-on lectures and workshops featuring headliners such as Drs. Newton Fahl, Sonia Lezly, Brahmi Miller, Dennis Wells, William Dickerson and John Cranham.
- Additional general sessions today and Friday with Adam Braun, founder of “Pencils of Promise,” and Suzy Welch, author of “10.10.10.”
- The AACD Experience Booth, which is a new addition to this year’s exhibit hall. The booth is open to members seeking information about AACD accreditation or new member benefits and to those who wish to participate in the AACD Charitable Foundation’s Give Back a Smile Silent Auction.
- A Give Back a Smile Lawn Party at 8 p.m. tonight on the Gaylord’s Coquina Lawn. Proceeds from the event benefit survivors of domestic violence.
- 30th Anniversary Celebrations to note the AACD’s legacy of cosmetic dentistry excellence and commitment to responsible esthetics.

Ad to participate. For more information about becoming an AACD makeover smile designer, visit www.aacd.com/contest.

Dentists and laboratory technicians have until June 27 to indicate their interest.

“Recent AACD research has shown that a smile can help make a great first impression,” said Dr. Bill Dorfman, AACD accredited fellow and celebrity dentist who announced the launch of The Smile Story Contest here in Orlando. “But sometimes that smile isn’t telling the whole story. Through this contest, AACD member dentists and laboratory technicians will help our winners write new smile stories, while giving them the smiles of their dreams. AACD helps change lives, while spreading awareness about the benefits of cosmetic dentistry and responsible esthetics.”

The Smile Story Contest is part of AACD’s Your Smile Becomes You campaign to raise awareness of the benefits of cosmetic dentistry and working with an AACD dentist. The contest’s host website, www.yoursmilebecomesyou.com, also offers a Smile Analyzer, information about cosmetic dentistry procedures, patient education videos, a Smile IQ Quiz, a Smile Gallery and more.

The contest is supported by Ivoclar Vivadent’s IPS e.max, Ivoclar’s all-ceramic system for crowns, onlays, onlays, thin veneers, abutments and bridges. The product has been used in more than 75 million restorations in 6,000 North American labs.