Party with a purpose

Lawn celebration benefits ‘Give Back a Smile’ program

- Are you looking for a fun way to spend your evening tonight?
  Bring your entire dental team, spouse or family to the Give Back a Smile (GBAS) Lawn Party. The party will take place on the Coquina Lawn here at the Gaylord Palms. Partygoers will receive appetizers, one drink ticket and the chance to win some prizes.

  Music and lawn games will also be available. Proceeds from the party will benefit GBAS, which restores the smiles and lives of domestic violence survivors who have sustained dental injuries as a result of abuse from a former intimate partner or spouse. With the help of volunteer dentists and their teams, GBAS patients receive a chance to smile again and, ultimately, improve their self-esteem and chances for professional success.

  Attending the party is a great way to support GBAS while celebrating its many successes. While the Aacad celebrates 30 years of cosmetic dentistry excellence, GBAS celebrates its 15-year anniversary this year.

  To date, GBAS has restored more than 1,400 smiles for a total dollar value of more than $14 million. Currently, GBAS is helping more than 250 patients throughout the United States smile again.

  Your support will enable GBAS to help many more patients. Tickets are $40.

  Also, be sure to stop by the GBAS Silent Auction, which is taking place in the Aacad exhibit hall. A wide variety of auction items have been donated, providing attendees lots of opportunities to support GBAS - while also taking home a gift.

  Auction items range from dental products to celebrity memorabilia. The silent auction takes place from 11 a.m. to 7 p.m. today and from 11 a.m. to 2 p.m. on Friday.

  Are you interested in becoming a GBAS volunteer? Or are you interested in spreading awareness about GBAS to patients who might be able to benefit from the program? For more information on how to get involved, you can visit www.givebackasmile.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 raise awareness of the importance of seeking out an AACD accredited or member dentist for treatment.

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