Six months
to change a life
It doesn't need to take years to change a smile for the better. How you can do it in just months.

What does your smile say about you?
New Aacd website lets consumers analyze their smile, share their photo and take a quiz.

A camera designed just for you
Dental photography requires special needs, and this camera just may fit the bill for all of them.

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 to enter the contest.

The Gaylord Palms resort in Orlando, Fla., site of this year’s AACD Scientific Session. (Photo/Provided by Marriott International Inc.)
AACD launches ‘Your Smile Becomes You’ website

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


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, AAAD; 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 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.”
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 Farhi, Sonia Leziy, Brahm 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.

- Live dentistry, billed as ‘Education in the Round,’ makes its AACD debut today.

Here at the AACD

Additional conference information and schedules can be found at www.aacdconference.com or by downloading the AACD Conference App, which is available in Google Play and the Apple Store.

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Welcome to the AACD 30th Annual Scientific Session, and congratulations on actively moving your understanding and professional success forward!

It is only through excellent education that we individually grow and develop as dental health professionals and, through that, build a practice that is not just successful but delivers comprehensive and high-quality care.

As a patient, I expect the best care I can find. As a doctor, I want to deliver the best care possible. That takes us to the power of continuing education, and, as doctors, we are faced with many choices in continuing education.

As a way to introduce you to the Las Vegas Institute for Advanced Dental Studies, or LVI, I want to outline what LVI is about and what void it fills in your practice. The alumni who have completed programs at LVI were given an independent survey, and unlike the typical surveys, 99.7 percent said they love practicing dentistry, and of those surveyed, 92 percent enjoy their profession more since they started their training at LVI. That alone is reason enough to go to LVI and find out more.

While the programs at LVI cover the full breadth of dentistry, the most powerful and life-changing program is generally reported as being Core I, or “Advanced Functional Dentistry – The Power of Physiologic Based Occlusion.” This program is a three-day course that is designed for doctors and their teams to learn together about the power of getting their patients’ physiology on their side.

In this program, doctors can learn how to start the process of taking control of their practice and start to enjoy the full benefits of owning a practice and providing high-quality dentistry. Regardless of whether it is a solo practice or a group setting, every doctor can start the process of creating comprehensive care experiences for his or her patients.

We will discuss why some cases doctors are asked to do are actually dangerous ones to restore cosmetically. We will discover the developmental science behind how unattractive smiles evolve and what cases may need the help of auxiliary healthcare professionals to get the patient feeling better.

The impact of musculoskeletal signs and symptoms will be explored, and we will look at how the supporting soft tissue is the most important diagnostic tool you have – not simply the gingiva but the entire soft-tissue support of the structures, in the mouth and also in the rest of the body.

A successful restorative practice should not be built on insurance reimbursement schedules. An independent business should stand not on the whims and distractions of a fee schedule but rather on the ideal benefits of comprehensive care balanced by the patients’ needs and desires.

Dentistry can be a challenging and thankless business, but it doesn’t have to be. Through complete and comprehensive diagnosis, there is an amazing world of thank yous and hugs and tears that our patients bring to us when we change their lives. The Core I program at LVI is the first step on that journey. That’s why when you call, we answer the phone: “LVI, where lives are changing daily!”
THE BEST IN
Comprehensive Cosmetic Dentistry

May 6 - May 9, 2015
31st Annual Aacd Scientific Session

Visit www.Aacd.com/SanFran
As a GP, one of the aspects of dentistry that drew me to this field was the incredible transformation that can be made with short-term orthodontics for adults.

Matt is a very friendly young man of 26 years, but I could tell he was hiding behind his close-lipped smile. Although he was not concerned about his looks, Matt came into our office wanting to straighten his teeth because he kept biting his lips.

At the time, I had been treating Six Month Smile cases for a year, and I couldn’t help but imagine how his smile — and his life — could be changed by straightening his teeth with Six Month Smiles and adding some composite to his chipped tooth. After I talked to Matt about his smile and chief cosmetic complaints, we then moved onto the impressions stage of treatment. Following the standard Six Month Smiles protocol, we took records including upper and lower PVS impressions as well as bite registration.

We then prepared directions for the technical setup, all of which were sent off to the Six Month Smiles lab for preparation.

A few days later, we received his individualized patient tray kit (PTK) that included his custom indirect bonding trays, which make accurate placement of the brackets a simple and straightforward process. The normal Six Month Smiles protocol for placing the brackets using the trays and tying the wires in was followed.

During the first two monthly visits, I kept .014 wires and added on many wire ties to help the wires engage fully into the brackets. The next few months’ treatment included the .016 wires, then we moved up to .018 wires.

I was surprised that at the seven-month mark, his lower teeth were beautifully straight and his occlusion was good, so we were able to remove the lower braces.

Two weeks later, his upper teeth were aligned beautifully. We took his braces off and bonded #8 to complete his new look.

Total treatment time was seven and a half months. Matt was extremely happy with his new smile, and I was happy with the result.

Cosmetic orthodontics with Six Month Smiles for adults can be very rewarding. When the patient does not want to go through comprehensive orthodontics, we now have a viable solution through Six Month Smiles.
EyeSpecial C-II: A digital camera designed exclusively for dentistry

By Shofu Dental Corp. Staff

Shofu Dental Corp. announces the latest addition to its extensive product line: the EyeSpecial C-II Digital Dental Camera.

The EyeSpecial C-II digital dental camera is designed exclusively for dentistry and features 12 megapixels and eight shooting modes that are easier, faster and more reproducible to ensure the best quality of images are achieved. The EyeSpecial C-II offers a high-performance, 49 mm close-up lens, intuitive one-touch operations, an ultra lightweight sleek body design and a large LCD touchscreen, which allows the user to view and scroll through images effortlessly, even with a gloved hand.

Designed to produce superb image quality, EyeSpecial C-II has exceptional depth of field range, fast autofocus and anti-shake capabilities, as well as infrared, UV and anti-reflection filters to help achieve those high-quality images. Although lightweight, the camera is very durable and will withstand the occasional mishandling. It is scratch- and scuff-resistant, as well as water and chemical proof, which is essential for infection control in the office.

Created for dental/orthodontic photography, case presentations and at the bench in a laboratory, EyeSpecial C-II is extremely user-friendly and can be held comfortably with one hand, freeing the other to use a cheek retractor or mirror. Included with the EyeSpecial C-II is a 4 GB SD XC card, but the camera is also compatible with an Eye-Fi Pro X2 card, allowing images to be automatically transferred and uploaded onto a computer, tablet or smartphone.

With a retail price of $2,795, EyeSpecial C-II comes with a 4 GB SD XC card, four AA batteries, a Kenko 49 mm macro lens for close-up shots, a computer connection cord and hand strap and flash calibration card. In addition, SureFile photo management software is available for free download. This software will allow the user to automatically sort and file images by patient name or ID number, saving time and improving HIPAA standards.

Shofu’s EyeSpecial C-II is designed exclusively for dentistry and adds consistent efficiency to all your dental photography needs. It is available at www.shofu.com or contact Shofu Dental Corp. at (800) 827-4638.

Get the EyeSpecial C-II Digital Dental Camera for an introductory price of $2,495. (Photos/Provided by Shofu Dental Corp.)

Here at the AADC

Stop by booth No. 511 to see a live demonstration of the EyeSpecial C-II Digital Dental Camera. The camera is available for an introductory price of $2,495. The first five orders each day will receive a free Eye-Fi Pro X2 8 GB SDHC wireless flash memory card ($100 value).
EyeSpecial C-II

NEW! Visit us Booth #511

Built in dental cropping grid lines to get a clear and concise image, the first time.

SMART DIGITAL CAMERA, DESIGNED EXCLUSIVELY FOR DENTISTRY

- 8 clinical shooting modes - easier, faster and more reproducible images
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- Small in size, easy to hold with one hand - anti-shake mode built in
- Large LCD touchscreen - works with exam gloves
- Exceptional depth of field range

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Visit www.shofu.com or call 800.827.4638

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