

# SMILE FOR REFERRALS



Given today's research on the power of an esthetic smile, every clinician should consider offering high-patient-demand cosmetic dental treatment—from whitening and clear aligners to veneers, and beyond

**P**atients will often go to great lengths to improve the quality of their smile, and recent studies from the American Academy of Cosmetic Dentistry reveal that the average patient will spend upwards of \$5,000 on cosmetic dental treatment. In Dr. Karyn Halpern's general and cosmetic practice in Port Jefferson, NY, some of the most popular cosmetic procedures are porcelain veneers and crowns, cosmetic bonding, esthetic crown lengthening, and periodontal treatment of gum recession.

While Dr. Halpern relies on many tools and technologies—among them 3D digital impressions, digital smile design, and good photography—to create a diagnostic analysis and help patients visualize their treatment options, the most important equipment in her operatory is a surprising one—her ears.

"I always interview the patient first and listen to their concerns and desires so that I can be confident I'm proposing treatment options that are in alignment with their goals," she shared. "I take the time to get to know the patient and find out what they want, showing them photos of prior cases that illustrate different treatment options."



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KARYN HALPERN, DMD, MS

## The Whitening Hook

In-office whitening continues to top the charts when it comes to the most-requested cosmetic dental treatments, in part thanks to a growing selfie culture where people can capture and post images 24/7. In fact, more than 1 million selfies are taken every day, with one study revealing that the average millennial could end up taking over 25,000 selfies in his or her lifetime.

"The most common cosmetic dentistry procedure requested in my practice is tooth whitening," shared Dr. Halpern, adding that treatments such as the Smile Perfected whitening system are very popular among her patients. "Smile Perfected is extremely convenient because it can be performed at the end of a prophylaxis appointment, takes only 20 minutes of chair time, causes no sensitivity, and is affordable. Our patients love it."

Adding a treatment like whitening to your roster of services can be an unexpected practice builder that holds the door open for new patients and expanded treatment opportunities.

"It is surprising to us how many patients call us up to come to our office specifically for our tooth whitening procedures," said Dr. Halpern. "Often, a patient will tell us that their initial reason for checking out our office is because their previous dentist was not offering any whitening procedures."

## Here's Something to Smile About

While whitening or other cosmetic services may be the hook that brings new patients into the practice, once their treatment is complete, they share their whiter, straighter smiles with family, friends, co-workers, and—perhaps most importantly—on their social media accounts. These essential word-of-mouth referrals, which work extremely well in building a practice's following as well as its bottom line, extend far beyond whitening.

"Word-of-mouth referrals are always a great practice builder. Patients who have smile makeovers with some of our more advanced cosmetic treatments, such as veneers and periodontal plastic surgeries, will very often refer their family and friends after treatment," said Dr. Halpern, adding that she also displays a slideshow of before-and-after cosmetic cases on a TV screen in the hygiene operatories and shares stories and photos of recent patient cases on the practice's website and social media channels.

It's predicted that more and more patients will continue to request cosmetic treatments—from whitening to crown lengthening to veneers. Luckily, dental manufacturers have stepped up to the challenge with materials, systems, and techniques that offer speed, simplicity, and esthetics.

Over the next few pages, we explore key products in treatment categories that are demanding the most attention from patients and hold the greatest potential boost your practice's bottom line.

## DOCTOR'S FAVORITES



A current accredited member and past president of the AACD, **Dr. John K. Sullivan** runs an insurance-free practice specializing in restorative, implant, and sleep apnea treatment in Eugene, OR. He lectures internationally on the latest advancements in cosmetic dentistry and practice enhancement. Here, he shares some of his favorite products to use during cosmetic procedures and beyond.

When placing direct restorations, especially in the anterior, Tokuyama Dental's **Estelite Universal Flow** composite gives me a quick and easy way to esthetically correct and shape tooth structure. The material comes in different viscosities—super low, medium, and high—which provides good handling and flow characteristics to ensure exact placement.



Another flowable composite that has served me well is Shofu's **Beautiful Flow Plus X**. It is not only easy to use, but its unique Giomer chemistry allows the material to release fluoride. This is a great long-term benefit for patients, especially those who are caries prone.

Designed to offer patients long-lasting and durable relief, Tokuyama Dental's **Sofreliner Tough** is a silicone-based denture liner that comes in 2 consistencies, medium and soft. This allows it to be used in almost any type of full or partial relined case. It can even be used as a soft material to fit over recently surgically repaired areas in immediate denture cases.

GC America's **GC Fuji IX GP** is essentially our dental duct tape. The packable posterior restorative is easy to handle, releases fluoride, sets quickly, and is extremely hard. It can be used for temporizing fractures for those emergency patients who pop up in our schedules, as well as for final restorations or core buildups.



For impression-taking, **3M Imprint 4 Preliminary Penta and Penta Super Quick** impression materials are consistent, accurate, and easy to mix through a PentaMix delivery system.

Finally, an esthetic way to temporarily cement indirect restorations, KaVo Kerr's **Temp-Bond Clear** is easy to use and clean up after removal, and ensures that temporary crowns do not come off.







**Opalescence Go**

Evolve's **Kör Home Whitening System** offers patients the option of daytime or nighttime whitening. Kör-Night treatment requires 2 weeks of at-home nighttime whitening with 16% carbamide peroxide, while Kör-Day lets patients whiten once or twice a day with 9% hydrogen peroxide and periodic home maintenance—ideal for sensitive patients who can tolerate whitening trays for only short periods of time.

Henry Schein **Natural Elegance Plus** at-home whitening kit uses a 22% carbamide peroxide formulation to whiten teeth in 1 week. The kit includes four 3-mL syringes with a tray and requires a treatment time of 30 to 45 minutes.

Formulated with carbamide peroxide and flavored with peppermint oil, DenMat's **LumiSmile White Take-Home Whitening System** delivers maximum results in just 1 to 2 weeks with minimal sensitivity. The whitening gels, which are available in 16%, 22%, and 32% carbamide peroxide concentrations, require no refrigeration, have an 18-month shelf life, and come at a price point that most patients can afford.



**LumiSmile White Take-Home Whitening System**

**Patterson Tooth Whitening Gel** is a dentist-prescribed home teeth-bleaching system. The highly viscous gel is easy to use and adheres well to tooth surfaces to deliver maximum results. Made in the United States, it is available in wintermint and fruit flavors.

Philips' **Zoom NiteWhite and Zoom DayWhite** take-home whitening systems offer multiple formulations of hydrogen and carbamide peroxide based on when and how long patients prefer to whiten each day or night. The take-home whitening gel combines amorphous calcium phosphate, potassium nitrate, and fluoride to protect enamel, reduce sensitivity, and help improve tooth luster.

SDI's **Pola Day and Pola Night** uses custom-made trays to deliver high-viscosity, neutral pH tooth whitening gels in various formulations of hydrogen and carbamide peroxide.



**Pola Day and Pola Night**

The gel's high water content reduces enamel dehydration and decreases patient sensitivity, while special additives naturally soothe, condition, and enhance remineralization.

## CLEAR ALIGNERS

A hot-ticket orthodontic item, clear aligners are now preferred over braces by both patients and dentists. Along with serving as a selling point for the practice, clear aligners require minimal maintenance and can be removed easily for meals and cleaning—making them less of a hassle for patients.

**ClearCorrect Clear Aligners** use precise engineering, such as stain- and crack-resistant material and .030-inch polyurethane, based on both research and real-life feedback from clinicians. Top-notch support from highly trained support specialists makes aligner treatment easy and uncomplicated.



**ClearCorrect Clear Aligners**

Dentsply Sirona's **SureSmile Aligner** is a full-service clear aligner solution that combines clinically superior planning capabilities with state-of-the-art manufacturing. Robust treatment planning tools enable doctor-controlled simulations and alternative treatment scenarios in real-time, while SureSmile CAD models support better aligner tracking, greater patient comfort, and faster treatment times.

Henry Schein Dental's **Reveal Clear Aligner** system offers an intuitive web-based portal and in-office implementation support so that clinicians easily submit cases and review treatment plans. A full range of Henry Schein One demand generating tools makes it simple to market aligner services to patients and foster practice growth.

Align Technology's **Invisalign** system is a combination of proprietary virtual modeling software, rapid manufacturing processes, and mass customization to create custom-made aligners using patented aligner material. After obtaining a digital impression with the iTero Element scanner, an Invisalign Outcome Simulator chairside application helps patients visualize how their teeth may look at the end of Invisalign treatment.

DenMat's **OrthoClear Aligner** system accepts intraoral scans from any digital scanning system that uses STL format. After transforming patients' smiles with ART (Additive-Reductive Template), a minimally invasive approach to smile design and patient acceptance, DenMat Lab guides clinicians step by step through the aligner process.



**Reveal Clear Aligners**



**Uveneer**

## VENEERING SYSTEMS

Create beautiful direct composite veneers with Ultradent's minimally invasive **Uveneer** template system, which uses innovative technologies to help achieve a refined, anatomically correct, high-gloss restoration in a fraction of the time it takes to create veneers freehand. The new Uveneer Extra complements the original Uveneer template kits with 4 new upper anterior designs.

DenMat's **Lumineers** are made of low-viscosity glass that allows for the pressing of restorations as thin as 0.3 mm. At 216 MPa, they are made with the strongest leucite-reinforced ceramic and show low wear rates against opposing dentition when compared to conventional veneers.

COLTENE's **Componeer** is an easy-to-use system for restoring anterior teeth in a single session. The polymerized, prefabricated, nano-hybrid composite enamel shells are extremely thin to allow a high level of conservation of hard tooth substance during preparation.

## Keeping the Pace

Keeping up with myriad cosmetic procedures and product choices can seem like an uphill battle. But doing so might just open up new and unexpected avenues for practice growth.

## MICROCOPY

# Consider the Patient's Perspective



*John Horn, DMD, this month's "Damn Good Dentist," shares how using Microcopy's NeoDiamond burs have helped earn his patients' trust.*

First impressions matter. When it comes to dentistry, clinicians often know which tools work well the moment they begin treatment. But the ROI of any instrument, such as a dental bur, goes beyond usability and financial return—it also includes patient acceptance.

During restorative treatment, Hegins, PA, clinician Dr. John Horn considers the psychological impact of opening a fresh NeoDiamond bur from Microcopy in front of his patients. "Some patients have enough dental anxiety without worrying about whether their dentist's equipment is sterile," he said. "Disposable burs just look a whole lot better than burs that have been sterilized multiple times."

Because of its single-use design, NeoDiamond provides built-in sterilization that brings peace of mind to both dentists and patients. The bur performance is comparable to that of more costly multiuse diamonds, and the individually wrapped packaging ensures effective infection control.

"Plus, the burs cut a lot cleaner, there is no chatter, and the whole procedure goes by much quicker," Dr. Horn added.

Along with earning his patients' trust and approval, NeoDiamond allows Dr. Horn to achieve consistently esthetic restorative outcomes, while ensuring future crowns won't debond. "NeoDiamond always fits the bill," he concluded.



Join Microcopy's "Damn Good Dentists" Facebook group to connect with your peers.



**NeoDiamond**  
Dental PRODUCT SHOPPER  
BEST PRODUCT