

# A Brilliant Smile

*is your* BEST  
ACCESSORY

INVESTING  
in your teeth is  
investing in your life

COSMETIC  
dentistry is like  
magic for your  
mouth

DISCOVER  
your options  
for a better  
smile

Special Offer  
See inside for details >>



# INVESTING IN YOUR SMILE IS INVESTING IN YOUR LIFE

A great pair of shoes or nice suit can get you noticed, but a gorgeous smile can get results...and you can wear it to the beach. It's the most valuable accessory you can have and here's why:

Humans instinctively perceive "attractive" people as healthier, more intelligent, with better social attributes. Something called the halo-effect. It doesn't mean it's true; it's just an unconscious perception that dates back to our caveman days. And healthy-looking, spectacular teeth play an enormous roll in that perception.

People with great smiles have been shown to get better, higher paying jobs and more social opportunities.

One study revealed that 40% of those surveyed said they would not date an individual with poor teeth. In another study 73% deemed people with straight teeth more trustworthy. A third study suggested men with poor teeth made, on average, 9% less than those with an attractive smile; woman with an unflattering smile made 6% less than their dazzling smile counterparts. Revealing, no? Take this story out of Salt Lake as further proof:

After a long search, a business finally found a qualified candidate from a temp agency to run their front desk. "Kathy" did a great job. She was highly competent, dependable, and the employees

and clients sang her praises. Everyone wanted Kathy hired permanently, but management eventually chose someone else. The reason? They stated Kathy had noticeably bucked and crooked teeth, and that was not an image they wanted to represent their company.

Good teeth are not only the key to improving your smile and confidence, but your potential as well. If your smile could use an improvement - from simple whitening or something more involved like a bridge or implant - consider your cosmetic dentistry options today. Investing in your teeth is investing in your life.

# DISCOVER YOUR OPTIONS FOR A BETTER SMILE

Let's look at the possibilities cosmetic dentistry has to offer

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## THE WHITE STUFF

### Bleaching/Whitening

Teeth whitening is an easy way to restore sparkle your tarnished smile - whether it's from 10 years of morning coffee, too many years of tobacco, or not enough brushing.

## BOND, DENTAL BOND

### Bonding

Dental bonding is a simple way to improve teeth that are discolored, chipped, crooked, cracked or have minor decay. The bonding is made from a tooth-colored composite that can be shaped and formed to look like your natural teeth.

## A COVER UP

### Veneers

Veneers are a thin plastic or porcelain shell that is cemented over the front of your teeth. They're great at covering unsightly discolorations, chips, cracks, and misshapen teeth.



“ People with great smiles have been shown to get better jobs, higher paying jobs, and more social opportunities.”

## GET IN SHAPE

### Reshaping/Contouring

As the title suggests this procedure is used to reshape teeth that are too long, crooked, or have been

chipped. It can also be used for minor cases of crowding.

## LAY IT DOWN

### Inlays/Onlays

These two treatments are used for back teeth with minor to moderate decay or fractures. They are made from a tooth-colored resin or porcelain, placed either in the cusp or over the area beyond the cusp.

## CROWN YOUR JEWEL

### Crowns

These are used to restore a tooth that has been badly cracked, broken or decayed. Crowns can also be added to a tooth to fill in a gap between two teeth.

## BRIDGING THE GAP

### Bridges

If you need to fill a void in your smile from a missing tooth, a bridge may be on your list. Bridges function by cementing one or more false teeth between two crowns attached to the teeth on either side.

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**40%** of people would not date someone with poor teeth

**73%** of people said people with straight teeth are more trustworthy

**6%** of men with poor teeth make less money than those with good teeth

**9%** of women with an unflattering smile make less money than those with a pretty smile

## FEEL SECURE

### Implants

Artificial tooth implants are as permanent as you can get. A ceramic-like "tooth" is secured onto a titanium screw that is implanted into the bone where your tooth used to be.



to the backs of your teeth, they are completely invisible when you smile.

Invisible alignment systems - For great alignment camouflage, alignment tray systems are the

way to go. They're clear plastic trays you wear on your teeth for different stages of adjustment.

## BRACE YOURSELF

### Braces

There are several types of teeth straightening strategies:

**Metal braces** - A very common and affordable option to correct gapped or crowded teeth when other

options are not enough.

**Self-ligating** - These allow a wire to slide within the brace, therefore they are more comfortable and don't require dreaded rubber bands.

**Ceramic tooth** - Colored braces just like metal braces, but are translucent and less conspicuous.

**Behind-the-teeth braces** - secured

## GUM-FREE ZONE

If you have too much gum exposure when you smile or just an uneven area, getting the gum out of your smile is possible with a gum lift or gum-contouring.

## Love and Share Your Smile

Special Offer

### FOR NEW PATIENTS



WE'RE EXCITED  
TO MEET YOU!

We wanted to thank you for prioritizing your dental health and to let you know we are accepting new patients like you. Call or click to book your appointment today.

### FOR EXISTING PATIENTS



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FOR YOUR REFERRAL

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