

If you think your smile is beyond repair, you haven't heard about South Airdrie Smiles

THE SMART CONSUMER'S GUIDE TO
Cosmetic Dentistry

*How to Get the Radiant Smile
You've Always Wanted . . .*



...Even If You Thought It Was Impossible

No matter how hard you try you can't hide ugly, chipped, stained or crooked teeth

When was the last time you smiled ear to ear for a camera?

Who was the last person to compliment your mega-watt smile?

How often do you light up a room just by walking into it?

Can't remember? We can help...

At West Airdrie Dental, it's our passion, our commitment and our mission to help good people like you learn to smile again... no matter what your teeth currently look like.

What would a perfect smile be worth to you?

How about you? **What's a shot of self-confidence, sex appeal, youth, vitality, and a carefree smile worth to you?**

How would you rank your smile? Does it make you look younger while playing down your less favorite features? Is it everything it could be...or should be? Is it the best reflection of who you are on the inside? To help you figure that out, we've provided a handy **smile evaluation checklist**...since we can't always trust our friends and family to be brutally honest!

To find out whether there's room for improvement in your smile, simply use the **easy-to-follow checklist provided below** and you'll learn exactly where your smile factor stands!

But before we begin you're going to need three things: 1) A pen, 2) A mirror, 3) A bright light.

Go ahead, grab a pen and take this letter to the bathroom...or maybe your bedroom if you have a mirror and bright light in there.



How To Evaluate Your Smile

Do you have a pen in hand? How about a mirror and bright light? Good! Now all you have to do is look at your teeth in the mirror while reading through the Smile Checklist provided below. As you work your way down the list, simply check off each descriptor that applies to you.

So how did you do? Is your smile perfect or could it use a little updating...maybe even a bit of remodeling? If you're like most people today the answer is probably a resounding, "YES!!"

And even if it isn't, **even if you don't know why you don't like your smile, you just know you don't**, we can help. From smile disasters to smile enhancement, we can help you get the smile that should be yours.

Yes, that means ***you!*** Even if you've always "known" you couldn't be helped, even if you've always thought your teeth had too many problems to be fixed, even if you were 110% certain there was no hope for you, I'm telling you you're wrong! There is hope. There is a way and I can show you how.

Smile Checklist

- Look closely at the color - are your teeth dark or stained?
- Are your teeth worn?
- Are they shaped improperly or asymmetrically?
- Are the old fillings "ugly" up your mouth?
- Are there gaps?
- Are you missing teeth?
- Do you show too much gum?
- do you show too much teeth?
- Do you have dark fillings in the side teeth that look gray or black when you smile?
- If you have replacement teeth, do they look natural? Are they too white or fake-looking?
- Do your teeth feel uncomfortable or painful?
- Do you struggle to chew certain foods without pain or embarrassment?

Would You Invest In a New Smile If It Meant. . .

- ✓ Receiving better service when you go out to eat or go shopping
- ✓ A potentially life-changing boost in confidence
- ✓ Eating every forbidden food your heart desires including steak, corn-on-the-cob, apples, caramel and more

You Can't Hide An Ugly Smile...Or A Beautiful One Either!

No matter how hard you try, there's just no hiding a mouthful of chipped, stained or jumbled teeth. You can try the toothless grin, smiling with your lips clamped shut. You can test the partial smile, showing just a hint of teeth but no real detail. You can even practice turning your head away when you laugh or covering your mouth with a hand.

But guess what? It doesn't work! People notice every time! The question is how much longer will you let the **stress and strain of insecurity hold you back**, especially when it's so easy to fix?

In fact, you don't have to do a lick of work! Unlike dieting, you're not accountable for anything. All you have to do is **sit back and relax while we do the work.**

Not only that, but you don't have to wait nearly as long for the results either! In just a few short weeks or months, depending on your situation, you can have a **glorious new smile that enhances all of your physical attributes while downplaying your less attractive ones!**

Turbo-Charging Your Smile Power Could Change Your Life Forever!

Did you know whether you meet someone for the first time or the 100th time, you're going to notice one of two things EVERY time? That no matter what they're wearing, how much they've aged or how the hairstyle has changed, the majority of your attention will be drawn to one of two characteristics for the bulk of the entire encounter?

That despite all other distractions your attention will be consciously or subconsciously riveted to either their:

A) Smile OR B) Eyes

And if that's the case... you guessed it. The same is true for you. **Every person you pass on the street, every greeting you make, every chat you have, every time you are face-to-face with another human being, they are focused on your smile for at least 50% of the time.** They are just as focused on the freedom and ease with which you could smile as the strained and awkward way you might smile even now.

Even worse is when you don't smile at all. Why? Because most people only think about the world as it relates to their role in it, i.e. "If she's not smiling, it's because she doesn't like me," or "If he's not smiling, it's because he's mad at me..." notice how it's all about the person you're talking to and not you? Most people just aren't perceptive enough to figure out, "She's not smiling because she's embarrassed about her teeth," or "He's not smiling because he doesn't want me to think he doesn't take care of himself."

The "why" behind this reality is unimportant. The impact is the key. Not only is your smile rightly or wrongly telling them volumes about who you are as a person, it's also either detracting from or enhancing other features you may not want them to focus on. The fact is, **the more beautiful and alluring your smile, the less people notice** those little **wrinkles** you see every time you look in the mirror. The less people notice **thin lips**, a **receding hairline**, a **too-large nose**, **pimples** or **gray hair**. And in many cases it can even eliminate the need for a face lift! The power of a magnificent smile really is that dramatic.

And if you're thinking these benefits don't apply to you because your teeth are "too messed up" to ever be put right, think again. There's a reason we call it the "Miracle" of cosmetic dentistry. We work them every day and I guarantee you won't be an exception.

And Believe It Or Not The Benefits Don't Stop There...

The truth is, we've always known **good-looking people have an advantage in social interactions**. What we didn't know is that we have seriously underestimated the size and reach of that advantage, according to famous social psychologist, Robert Cialdini, author of "*Influence: The Psychology of Persuasion*."

Research indicates that when it comes to attractive people, nearly all humans fall victim to what social scientists call the "halo effect." A halo effect occurs when one positive characteristic of a person dominates the way others view that person.

In our society, beauty is one of these characteristics. In fact, research shows we AUTOMATICALLY, without even thinking about it, **assign attractive individuals with favorable traits like talent, kindness, honesty, and intelligence**. But what's really shocking is that we make these judgments without being aware that physical attractiveness plays a role in the process.

Pretty scary, huh? Or should I say POWERFUL. Think about the advantages and good fortune that might float into your life, without you lifting a finger, if you could increase your attractive factor?

What jobs might you land? What romantic partner might you discover? What countless windows of opportunity would open that you'd never even dreamed of?

This...is the **value of a stunning smile**. A smile you could have no matter how big you thought your dental problems were.

Would You Invest In a New Smile If It Meant. . .

- ✓ Asking for and getting the raise you deserve
- ✓ Lighting up someone else's life by twitching just 14 little muscles into a spectacular smile
- ✓ Chewing and talking comfortably knowing your teeth are perfect

No Cookie-Cutters Here: Only Individualized and Specialized Treatment To Meet Our High Standards

At **South Airdrie Smiles**, we pride ourselves on treating each of our patients as the individuals they are. Something that, unfortunately, is easy to lose track of given the medical model most dentists and health-care practitioners are trained under today.

With us, **everyone doesn't get the same treatment** because few people have the same problems! Because of that we understand how important it is to provide not only the standard procedures you would expect, but the innovative ones you didn't even know about.

At **South Airdrie Smiles**, our doctors' vast training and experience is often able to **provide you with solutions you or your previous dental experts hadn't even considered**. Some of those include dental implants, bone grafting, plastic surgery for your gums, and orthodontic and oral surgery, most of which we can do right in our offices. We'll even call in other dental specialists to meet your needs when necessary.

How Do We Evaluate Your Smile And Determine Your Cosmetic Needs?

When you visit **South Airdrie Smiles** for a consult, we'll perform a thorough examination of the teeth, gums, and chewing mechanism. We'll take x-rays, molds of your teeth and a record of the way you bite. We'll also use digital photography and intraoral video cameras so you can see what we see.

We then make a cosmetic analysis of your teeth using scientific and artistic principles based on our examinations and diagnostic records. This is one of our most crucial steps. We then discover why your teeth are in the condition they are and what we must do together to solve the challenges. In that process, we consider your facial shape, skin tone, profile, gum positions and color, texture and shape of your teeth. This is your chance to really shape your face the way you want it and even to draw attention away from less favored features!

The results of all this diagnostic work (and it is a lot of work) is a **treatment plan customized for you that solves or manages your problems while giving you the smile you've always wanted**. Often times

Would You Invest In a New Smile If It Meant. . .

- ✓ Being more photogenic
- ✓ Improving your quality of life
- ✓ Potentially even living longer

we can even create a wax mold of your new teeth so you can see the results we are working toward before we even start.

Even for our most smile-challenged patients, we produce accurate forecasts that reveal terrific results. There's no such thing as "hopeless" in our hands!

The Science and Art Behind Great Smiles

These are the details we take into account before any work is ever performed on your most powerful tool for self-expression, your smile. Just a few of those characteristics include facial shape, lips, genes, bite, jaw joints, skeleton, and facial proportions.

When you come to us for a smile evaluation, our recommendations take into account each of these individual factors as well as their interaction with one another to give you a predictably great smile.

With us, the future of your smile is based on the principles of artistic beauty that complement your mouth, your face, and your personality. In short, **we simply marry the science of a beautiful smile with the artistry of cosmetic dentistry for spectacular results.**

WARNING! DON'T LET THIS HAPPEN TO YOU!

Whether or not you choose our team to perform your smile evaluation, we ask that you please promise yourself one thing...you will NOT let this happen to you.

In the last decade we've been in business, we've had too many patients arrive on our doorstep pleading with us to rectify problems caused by other dentists. Problems that could have been avoided had the proper precautions and course of action been taken.

The reality is if your teeth are less than ideal, or are in poor condition, there are reasons for it. And if those reasons aren't addressed and properly handled, it is unlikely the cosmetic results you pay for will last.

Are We the Right Office for You? How Do You Know You'll Like Your Experience When You Come To Our Office?

The best way to tell if you will feel comfortable with our team is to just stop by and say hello! We will take you on a tour of the office and introduce you to some of the team.

Do You Make Appointment Scheduling, Fees, Billing, and Insurance Easy For Patients?

Absolutely! We recognize the importance of **flexible scheduling**, including the ability to get appointments easily. That's just one of the reasons we employ multiple Doctors and Hygienists so you won't get stuck without help in the event of an emergency.

We also **help you understand any and all associated fees, billing and insurance so you can confidently and comfortably make the best financial decisions.** Part of that process involves working to make fees affordable while helping you maximize your insurance coverage. We're accustomed to dealing with thousands of plans and are willing to file your insurance claims for you, which helps you win with insurance companies. We specialize in helping you get what should be coming to you!

What If You Need More Than A Cosmetic Dentist?

Our staff can help with that too. Part of our mission is to help YOU get the complete dental experience WE'D want for ourselves and our families. As a **full-service dental practice, South Airdrie Smiles** can help you with all the routine services you would expect, as well those not commonly seen in dental offices.

We employ a team of specialists to ensure all of your treatment can be provided by one team under one roof. You won't have to tell your story to multiple people in multiple offices.

You Owe It To Yourself And Your Loved Ones

Please consider this an opportunity to invest in yourself. YOU live with your smile every day, so YOU need to be happy with it. Even if you feel like your situation is hopeless, we guarantee we can help!

Call our office for a 100% Free Initial Clinical Exam and let us evaluate how we can give you the vibrant smile you're looking for.

Call 587-317-9985 today and let our team help you achieve the dazzling smile you deserve. Changing your smile could change your life.

Enthusiastically,

Your Team at

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