



## BEYOND BRACES: TODAY'S COSMETIC AND RESTORATIVE DENTISTRY

Indianapolis, Ind.—October 1, 2002—Crooked, chipped, broken, and missing teeth no longer require months or years of painful, unattractive treatment to correct. Dentists trained in advanced cosmetic and complex restorative procedures correct numerous, severe dental problems painlessly—in days.

“Many adults, often professionals, are embarrassed by the color or shape of their teeth. They want a more esthetic smile but are afraid the only treatment is months of braces. Through a combination of artistic skill and advanced technology, cosmetic dentists like myself can transform their teeth into a model-perfect smiles usually within two office visits,” said Dr. George E. Kirtley, a cosmetic and complex restorative dentist in Indianapolis.

These advanced dental procedures, often called “smile design,” are rising in popularity. No longer the dentistry of the stars, cancer patients, accident victims, and growing numbers of “average individuals” frequent cosmetic and restorative dentistry offices.

“Many of my patients want cosmetic contouring, a procedure that changes the shape of their teeth and the overall look of their smile. I feel it’s the most challenging and most rewarding procedure a dentist can offer his or her patients—the smile of their dreams,” said Dr. Kirtley.

Cosmetic contouring is achieved by applying porcelain veneers to existing teeth. While much of the work is scientific, a great deal of the design relies on the dentist’s artistic ability.

“For proper smile design, a dentist must consider the patient’s hair color, skin tone and facial shape in order to create teeth that look natural and flattering,” explained Dr. Kirtley.

Cosmetic contouring usually begins with a smile consultation in which patients have the opportunity to view computer-generated images of their new smile. The actual procedure generally requires two office visits. In the first visit, dental impressions are made, and patients are given their “new look” in temporary bonding. In the second office visit, the dentist permanently applies the patient’s new porcelain veneers for a beautiful new smile.

Patients requesting veneers have increased 250% over the past five years, according to a poll conducted by the American Academy of Cosmetic Dentistry in 2000.

“Patients consider this dental work as a positive investment in themselves. It helps their self-esteem, and numerous patients believe a better smile helps their career,” said Dr. Kirtley.

Dr. Kirtley is a leading cosmetic and complex restorative dentist. He has the distinct honor of being a 1999 inductee into the Dental Hall of Fame for his work in smile dentistry and was recognized by nationally syndicated *More Magazine* as one of America’s top ten cosmetic dentists in 2001. Dr. Kirtley is Indiana’s first and only accredited member of the American Academy of Cosmetic Dentistry. Dr. Kirtley maintains his private practice and the Midwest Center for Advanced Dental Education, his privately owned and state-of-the-art cosmetic dentistry training facility for dentists worldwide, in Indianapolis.