

# COSMETIC TRIBUNE

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## New smile, new life: Innovative technologies and techniques can transform a smile

By Lorin Berland, DDS, FAACD  
& Sarah Kong, DDS

An actor-turned-director came to our practice from [www.denturewearers.com](http://www.denturewearers.com). He was seeking a solution to enhance and reconstruct his smile. Over the past several years, he had noticed his face slowly “sagging,” despite an upper denture made by a cosmetic dentist in Las Vegas (Fig. 1a).

Since then, he had seen numerous dentists, including several prominent prosthodontists, to resolve his smile, and more importantly, his facial concerns. However, the patient was not prepared to commit to extensive treatment plans, neither in time nor in finances; not to mention the pain and recovery period associated with the multiple surgeries he would have to undergo for a permanent solution.

Among the numerous treatment options we discussed for his dental requirements were implants, a



Fig. 1a: Pre-op full-face view.

new denture, a precision partial, veneers and crowns. He was then presented with an entirely innovative option he had not heard of before: a new full denture for the upper arch and a Snap-On Smile for the lower arch, to create the



Fig. 1b: Final full-face view.

beautiful smile and natural facial dimensions for which he longed.

### Case presentation

A full diagnostic workup was performed, which included a thorough examination, a full series of digital

radiographs and photographs, and cosmetic imaging with [smilepix.com](http://smilepix.com) (Figs. 2, 3). We had transformed another gentleman's smile the previous week by opening his vertical dimension with a set of Snap-On Smiles.

The latest technology from DEXIS Digital Diagnostic Imaging allowed us to access the before-and-after photographs in a matter of seconds, and show an actual case illustration of how opening a person's bite through dentistry can change the appearance of the face to make it look younger and, naturally, better.

We then went through the Smile Style Guide developed with Dr. David Traub ([www.digident.com](http://www.digident.com)) to select the shape, P-4 (pointed canines with square-round centrals and laterals), and length combination, L-2 (laterals slightly shorter than the centrals and the cuspids), he preferred for the cos-

→ [CT](#) page 3D

## ‘Aren't you that guy on “Extreme Makeover”?’

An interview with the face of modern cosmetic dentistry, Dr. William M. Dorfman

By Robin Goodman, Group Editor

**Dr. Dorfman, you've become the face of modern dentistry for millions of people. What made you choose dentistry as a career?**

I don't feel like I chose dentistry, it chose me. When I was 2 1/2 years old, I fell and hit my baby teeth so hard that they were pushed back up into the gums. As a result, I had to have multiple surgeries to prevent damage to the adult teeth. The entire experience intrigued me, and I decided at that age that I wanted to help people the same way.

**Is it true you were a cheerleader in college? What made you do that, and how did it affect the way you practice and started a business like Discus?**

When I was in high school, I was on the swim team and started gymnastics. One of the cheerleaders in my math class asked me to be her Yell Leader partner and I had a blast and instantly had a whole new group of friends. When I started at UCLA, I felt lost. So I tried out for Yell Leader and made it. Believe it



Dr. William M. Dorfman

or not, I learned more about how to run a business working with all the “Type A” members of the squad than in any other class.

**You were one of the first “top tier dentists” to advertise your services. Was it effective?**

I started advertising right when I started my practice. I was hardly a “top tier” dentist. I was passionate about wanting to do cosmetic dentistry, but knew I needed patients. So I started an “educational” advertising campaign to drive patients into the office.

**Can you tell us more about your new TV show?**

Right now, I feel very fortunate to be a part of the No. 1 new daytime talk show, “The Doctors,” on CBS. It is a show with a panel of four doc-

tors and occasionally I am the fifth doctor on the panel. The show is a spinoff of Dr. Phil and deals with medical issues much the same way

→ [CT](#) page 2D

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← **CI** page 1D

as Dr. Phil deals with relationships.

**How do you manage everything: your busy, multiple doctor practice, your speaking schedule, Discuss Dental, your TV show and your personal life?**

I don't sleep much, only four to five hours a night. And I have a lot of help: a great office manager, and an awesome nanny, a brilliant publicist, an incredible personal assistant and a competent team at Discuss.

**You see a lot of celebrities as well as everyday people. Is there a difference between the two?**

You kidding? Like night and day when it comes to the patient's

demands. The hard part is trying to treat all the patients like "stars."

**Do you have any hobbies?**

I used to paint, draw, sculpt and write. Then I had three kids, two dogs, 25 employees in my dental office and 500 employees at Discuss. Hobbies ... they can wait.

**Any funny anecdotes from your "Extreme Makeover" days you'd like to share?**

Once I was flying from New York to Los Angeles and a flight attendant was looking at me and finally came up and asked, "Aren't you that guy on Extreme Makeover?" Just as I was about to say yes, her co-worker looked at me and said, "What did they do to you?"

**Where do you think dentistry will be in five years? How about in 10?**

Dentistry keeps getting better and better. Today, 90 percent of what I do in my practice I did *not* learn in dental school. As materials and technology continue to evolve, our profession becomes more interesting and fulfilling everyday. **CI**

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←  page 1D



Fig. 2: Cosmetic image of upper arch.



Fig. 3: Cosmetic image of upper and lower arches.



Fig. 4: Smile Style Guide for smile design.



Fig. 5: Smile Design P-4: pointed canines, square-round incisors.



Fig. 6: Length code L-2: laterals slightly shorter than centrals and cuspids.

metic image, and ultimately, for his new smile (Figs. 4–6). The digital photographs stored in the DEXIS hub, in combination with his cosmetic images and the idea of a Snap-On Smile, encouraged the patient to immediately accept the treatment for his smile transformation.

We began by duplicating his existing upper denture for the wax try-in, using a kit made by Altadonics to impress the denture. Then we poured in a bisacryl temporary material, such as Luxatemp Automix Plus (Foremost), Fill-In (Kerr), and Integrity (DENTSPLY Caulk). After about 40 minutes, we had a duplicate of his old denture to use as a custom tray with excellent borders.

Once the duplicate denture had been trimmed, smoothed and tried in, we applied PVS adhesive and took a wash impression with a light body PVS, such as Splash! (Discus Dental) and Virtual (Ivoclar Vivadent).

With this time-saving denture duplication technique, we were able to take a very accurate final impression during the patient's first appointment.

An impression of the lower arch was taken using System 2 Alginate (ACCU-DENT), to create a lower custom tray. To address one of the patient's main concerns, his "sag-

ging face," we explained that his vertical dimension had decreased over time as he lost posterior teeth and ground down teeth 22 to 27 (Figs. 7, 8). Only teeth 21 and 31 had close to the original occlusal height (Fig. 9).

The patient had no desire to treat tooth 31 as he really wanted a painless solution for the time being, especially with the holiday season approaching. We took a neuromuscular bite registration with a slow-setting material (SuperDent bite registration), after a 45-minute TENS treatment with the Myomonitor, to record his ideal jaw relations.

At the wax try-in appointment, we confirmed the look and feel of the upper teeth. We then took an alginate impression of the wax try-in to oppose the Snap-On Smile. For the wax try-in and eventually the final denture, we selected esthetic denture teeth, such as Portrait IPN (DENTSPLY Caulk), Physiodens (VITA) or BlueLine (Ivoclar Vivadent), to create a more natural appearance.

At this appointment, a PVS impression of the lower arch was also taken in a custom tray with a regular-set material like Splash! (Discus Dental) or Virtual (Ivoclar Vivadent) for the fabrication of his Snap-On Smile.

About three weeks later, the



Fig. 7: Pre-op close-up smile.



Fig. 8: Pre-op retracted view.



Fig. 9: Pre-op occlusal view.



Fig. 10: Final close-up smile.



Fig. 11: Final retracted view.

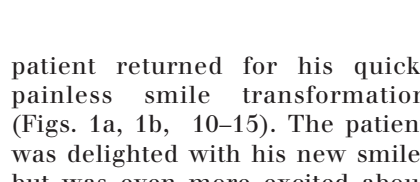


Fig. 12: Final occlusal view.

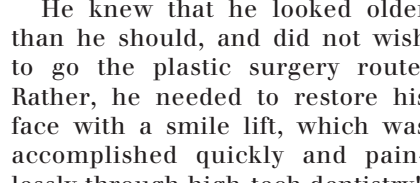


Fig. 13: Final close-up smile.

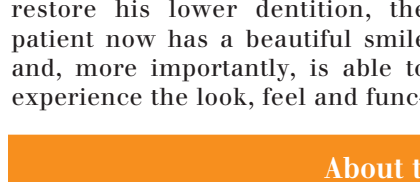


Fig. 14: Final occlusal view.



Fig. 15: Final occlusal view.

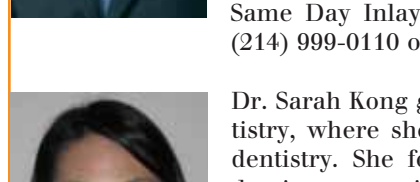


Fig. 16: Final occlusal view.

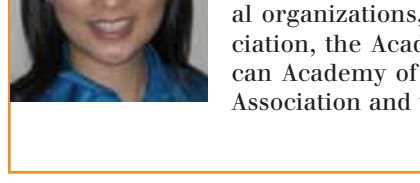


Fig. 17: Final occlusal view.



Fig. 12: Final right lateral view.



Fig. 13: Final left lateral view.



Fig. 14: Final occlusal view.



Fig. 15: Final occlusal view.



Fig. 16: Final occlusal view.

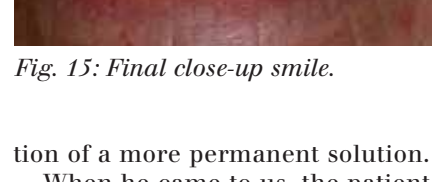


Fig. 17: Final occlusal view.


patient returned for his quick, painless smile transformation (Figs. 1a, 1b, 10–15). The patient was delighted with his new smile, but was even more excited about the way his new smile was created.

He knew that he looked older than he should, and did not wish to go the plastic surgery route. Rather, he needed to restore his face with a smile lift, which was accomplished quickly and painlessly through high-tech dentistry!

By using the Snap-On Smile to restore his lower dentition, the patient now has a beautiful smile and, more importantly, is able to experience the look, feel and func-

tion of a more permanent solution.

When he came to us, the patient was not willing to undergo total mouth rehabilitation in the near future. Now he is seriously considering a more permanent solution when time and conditions allow. Also, his Snap-On Smile can be used as a surgical guide for implants.

In the meantime, he is reaping the benefits of the smile transformation that modern dental technologies and techniques have helped to create. 

### About the authors



Dr. Lorin Berland, a fellow of the AACD, pioneered the Dental Spa concept in his multi-doctor practice in the Dallas Arts District. His unique approach to dentistry has been featured on television (20/20) and in national publications and major dental journals, including Time magazine. In 2008, he was honored by the AACD for his contributions to the art and science of cosmetic dentistry. For more information on The Lorin Library Smile Style Guide, [www.denturewearers.com](http://www.denturewearers.com), and Biomimetic Same Day Inlay/Onlay 8 AGD Credits CD-ROM, call (214) 999-0110 or visit [www.berlanddentalarts.com](http://www.berlanddentalarts.com).



Dr. Sarah Kong graduated from Baylor College of Dentistry, where she served as a professor in restorative dentistry. She focuses on preventive and restorative dentistry, transitionals, anaesthesia and periodontal care. She is an active member of numerous professional organizations, including the American Dental Association, the Academy of General Dentistry, the American Academy of Cosmetic Dentistry, the Texas Dental Association and the Dallas County Dental Society.



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