



# excuse me...

## Do you do veneers?

So, you've decided that you're finally going to do something to improve your smile. You're sick and tired of having to hide your teeth when someone takes your picture and you hate not being able to laugh out loud when everyone else is smiling and laughing. Everywhere you turn, you see stories about the advancements in cosmetic dentistry and how easy it is these days to get that gorgeous, perfect smile with porcelain veneers. You've made up your mind and you're going to do it! There's only one big question that needs to be answered:

### WHO CAN YOU TRUST TO GIVE YOU THAT GREAT SMILE...?

Many dentists are now offering porcelain veneers for their patients. However, just as there are different skill levels in most occupations, dentistry is no exception. When trying to decide which dentist you should trust your smile to, consider these factors:

**Experience** Ideally, it would be great to find a dentist who has done many smile makeovers and has a lot of experience using porcelain veneers.

**Laboratory** Find out what dental lab the dentist uses. You may want to check out the website of the lab to gain some information on quality.

**Before/After photos** Most experienced cosmetic dentists will have many photos of their cases, preferably digital and on computer. Make sure the photos are of actual patients that the dentist has treated, and not generic or "stock" photos.

**Staff** Check out the dental staff. How they react to questions about the skill of the dentist can be a great indicator of how well the cosmetic case will turn out.

You'll notice that I did not include "cost" as a factor. Cosmetic dentistry can be somewhat expensive, but the beneficial life-changing results justify the cost. Trying to find the cheapest dentist in town is not advisable, just as you probably wouldn't want to go to the cheapest cardiologist for a heart problem. In the world of cosmetics, you "get what you pay for." Many offices offer financing, often interest-free.

I hope that this has been of some use in helping you decide where to go for your smile enhancement. A great smile can be an asset in so many ways. Finding a great dentist who can give you that smile is obviously an important part of the process.

Alan Grodin, DDS has been practicing in Clawson for 23 years and is the President of Grodin Consulting, Inc., where he teaches dentists his expertise with porcelain veneers. In January 2004, he was featured on the cover of Dental Economics Magazine as the National Office of the Month, and was the contributing editor of Dental Economics Magazine in March 2005. He did several national interviews regarding his expertise with porcelain veneers in Jan, July and Sept. 2004.



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