

"I've always been outgoing, but not quick with a smile because I was always aware of the space between my teeth. After getting my veneers, I definitely feel more at ease socially. I just wish I had done this years ago."

- John Climo- Patient



Jeff Goodman, DDS

The Power of the Smile

I will always remember the day my son smiled at me for the first time. With his genuine expression of joy, he could have asked me for anything in the world and I would have done anything in my power to get it for him...thank goodness he was too young to speak! At that moment, he helped me realize how powerful a genuine smile can be.

As a dentist, I often see people hiding their smiles. They may cover their mouth with their hand, lower a lip, close their lips together, or not smile at all. If they are self-conscious, they may keep these powerful expressions of happiness hidden from the people around them.

How someone feels about their smile not only affects how they feel

about themselves, but it may also affect how other people perceive them to be. In addition to the eyes, the mouth is one of the first features a person notices. Whether that person is smiling or not may have a great influence on that important first impression.

Dental Needs vs. Dental Wants

In the past, dentists and patients alike have been primarily concerned with a patient's needs. Because of advancements in technology and because of patients having healthier teeth and gums, we have been able to shift more attention from what patients need to what patients want.

Our first priority is to teach a patient how to make their teeth and gums healthy for a lifetime. This addresses their "needs". Today, we have the opportunity to discuss a whole different subject matter with our patients--'How do you feel about the way your teeth look?' Having a smile they feel good about addresses their "wants".

I generally don't bring up the subject of cosmetic dentistry without asking the above question. What's not perfect to me, may be perfectly fine to my patient. When a patient is satisfied with their smile, there is no need for cosmetic dentistry and I would not recommend it to them. **The exciting thing about dentistry today is that we have the ability to give just about anyone a beautiful, natural looking smile with cosmetic procedures.**

The Power of Cosmetic Dentistry

Bleaching teeth can leave them whiter and brighter. Reshaping teeth can better blend them with the contours and features of a patient's face. Porcelain veneers and porcelain crowns can

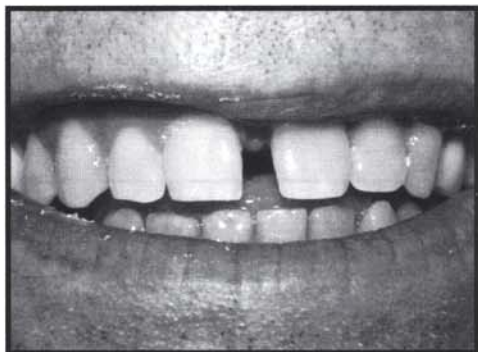
change the color, size, and shape of a tooth without looking unnatural in any way.

With these tools we can, in many cases, provide a patient with a new smile in a very short period of time. The before and after pictures shown are an example of porcelain veneers. Even up close it is difficult to tell that these are anything but this patient's natural teeth.

I think the most significant outcome of these procedures is not how they make people look, but how they make people feel. With the confidence of beautiful teeth, people feel good about smiling more than ever.

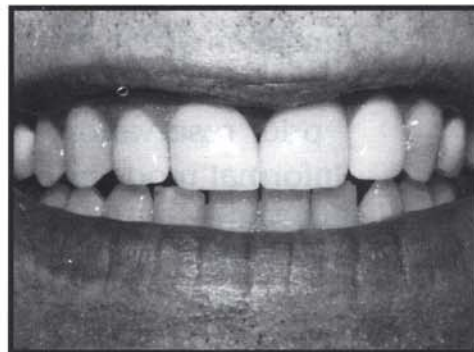
Dr. Jeff Goodman, 857 Silver Spur Road, Rolling Hills Estates, CA (310) 377-0966 • Fax (310) 377-5224

Before



"Before porcelain veneers"

After



"Porcelain veneers placed on four upper incisors"