THE NAKED TOOTH

*WHAT COSMETIC DENTISTS DON’T WANT YOU TO KNOW

COLLEEN OLITSKY, DMD
WITH
JASON OLITSKY, DMD
THE SMILE STYLISTS®
This book is intended as a reference volume only, not as a medical manual. The information given here is designed to help you make informed decisions about your health. It is not intended as a substitute for any treatment that may have been prescribed by your doctor. If you suspect that you have a medical problem, you should seek competent medical help. You should not begin a new health regimen without first consulting a medical professional.

Published by Greenleaf Book Group Press
Austin, Texas
www.gbgpress.com

Copyright ©2011 Colleen Olitsky and Jason Olitsky

All rights reserved.

No part of this book may be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording, or otherwise, without written permission from the publisher.

Distributed by Greenleaf Book Group LLC

For ordering information or special discounts for bulk purchases, please contact Greenleaf Book Group LLC at PO Box 91869, Austin, TX 78709, 512.891.6100.

Design and composition by Greenleaf Book Group LLC
Cover design by Greenleaf Book Group LLC and Base Art
Cover and interior photography © Jason Olitsky

Author photos © Tiger Studio
Six Months Smiles® photography © Dr. Michael Barr

Publisher's Cataloging-In-Publication Data
(Prepared by The Donohue Group, Inc.)

Olitsky, Colleen.
The naked tooth : what cosmetic dentists don’t want you to know / Colleen Olitsky, Jason Olitsky.—1st ed.
p.: ill.; cm.
ISBN: 978-1-60832-057-8
1. Dentistry—Aesthetic aspects. 2. Dental therapeutics—Planning. I. Olitsky, Jason. II. Title.
RK54 .O45 2011
617.69 2010935065

Part of the Tree Neutral® program, which offsets the number of trees consumed in the production and printing of this book by taking proactive steps, such as planting trees in direct proportion to the number of trees used: www.treeneutral.com

Printed in China
10 11 12 13 14 15 10 9 8 7 6 5 4 3 2 1

First Edition
Contents

Preface

Introduction to a Better Smile: 1

Chapter 1: The Importance of an Attractive Smile 9

Chapter 2: A New Smile with Porcelain Veneers 19

Chapter 3: Treatments and Myths of Teeth Whitening 53

Chapter 4: Invisalign and Other Ways to Straighten Teeth 67

Chapter 5: Are You a Candidate for Bonding and Contouring? 79

Chapter 6: The Stunning Effects of a Gum Lift 87

Chapter 7: Natural-Look Fillings of Back-Tooth Dentistry 95

Chapter 8: How to Research and Choose Your Smile Makeover Dentist 105

Chapter 9: Caring for Your Beautiful Smile 123

Meet the Smile Stylists, Dr. Colleen Olitsky and Dr. Jason Olitsky: 133

Acknowledgments: 136
I’ve written this book to serve as a guide for anyone considering improving his or her smile. It will educate you not only on the treatments available, but also on how to find a qualified dentist to perform the treatments for you. My hope is to decrease the number of smile makeover disappointments I see and hear about. Having your smile enhanced should be an amazing experience and my wish is that you find the right dentist the first time around.

I tell all of our new patient consults that I am there for them if they need anything or if they have any questions. Please feel free to contact me with any questions or concerns, I am more than happy to try to help.

Enjoy learning about what it takes to make your smile your strongest asset!

Colleen Olitsky, DMD, 904.273.1723
“I wish I had known!”

In more than nine years of practicing dentistry, I heard this sad lament over and over again from people who came to our smile makeover studio with cosmetic dentistry horror stories. As I tried to help patients recover from subpar dental work and read articles about badly made-over teeth in professional journals, I became increasingly appalled about the existence of so many dental nightmares.

I got so frustrated with this whole situation that I had to take action. I had to do something to help patients avoid poor cosmetic dentistry and get the smiles they truly want. I decided that the best way to educate patients was to write a book that would explain in simple language the procedures and pitfalls of cosmetic dentistry. The Naked Tooth tells it like it is. In this book, you’ll learn about your options based on the latest advances in cosmetic dentistry and discover how to find a good smile artist.
You might well ask, “Why is this book necessary? Don’t all dentists do good cosmetic work?”

The short answer is no, not all dentists can give you the smile of your dreams. In order to get the results you want, you have to do your homework and learn as much as possible about procedures and the cosmetic dental industry.

In the following chapters, I will teach you what cosmetic dentistry is all about. I will discuss the procedures—everything from porcelain veneers to laser gum lifts—as well as aesthetic considerations, including how to determine what you really want from your smile. I will also describe a process for choosing your cosmetic dentist and tell you how to maintain the smile you want.

Before you start your education, it is important that you understand why you need to take so much care to make sure you get the cosmetic dentistry you want.

A Disturbing Trend

From my experience and research, the cosmetic work being performed nationwide is simply unacceptable, and it seems to be getting worse. Ronald E. Goldstein, an author of cosmetic dentistry textbooks for dentists and founder of the American Academy of Esthetic Dentistry (not affiliated with the American Dental Association, or ADA), estimated that half of the $70.3 billion spent annually on dental work in the U.S. is related to cosmetic procedures. Of that, the Atlanta dentist said, redoing other dentists’ inferior work and misdiagnoses accounted for $10 billion. As the number of cosmetic dental treatments increases, so does the number of victims of poor work.
Other academic dentists back these estimates. California cosmetic dentist Larry Addleson, past president of the American Academy of Cosmetic Dentistry (AACD), said that 15 to 20 percent of the patients in his San Diego practice are victims of poor work.

Gordon J. Christensen, a clinical professor at the University of Utah and owner of the for-profit, continuing-education Practical Clinical Courses in Provo, Utah, has frequently commented on the rise in incidence of botched work. He said the onus to arrest the rise of botched work falls on the ADA, which can recommend additional guidelines for cosmetic dentistry to state and local dental associations.

However, the ADA, which represents the majority of the more than 155,000 U.S. dentists and advises the dental boards of each state, has stated that current ADA guidelines and state regulations provide adequate supervision for the safety of the public.

Getting Away with Shoddiness

This response from the ADA indicates how the majority of dentists trivialize the problem of bad or ugly cosmetic outcomes. To them, it only matters that the work is functional, meaning it meets a minimal standard of appearance. This reflects the ADA guidelines, which promote a standard of functional care but lack cosmetic standards.

In the meantime, dentists are getting away with shoddiness!

Now, I realize people have different opinions about what looks “good.” It’s possible the teeth makeovers I see and critique are exactly what the patients requested. That’s fine. But I know

---

how much better they can be, and most people don’t—even other dentists. The bottom line is that these dental nightmares of botched cosmetics are totally preventable. And the best way to prevent dental nightmares is to educate yourself about cosmetic dentistry by reading this book.

Buyer Beware

What especially upsets me is that few people know that dentists can call themselves “cosmetic dentists” and claim they do smile makeovers without any training, experience, certification, or passion for doing them! Nor do patients know they need to do research before selecting the right dentist to perform a cosmetic treatment. Rather, they assume that when their general or family dentist tells them he or she can do cosmetics and recommends a certain treatment, that’s the way to go. It’s certainly easy to accept that without question or research—and millions do. Why? Because they trust their dentists. How would they ever know there’s a wide range of talent and knowledge in cosmetic dentistry? Or they might believe they are “cheating” on their dentist if they seek cosmetics elsewhere. We’ve had clients come to us for smile makeovers, only to return to their dentist for regular care and be treated horribly for having had another dentist they had more confidence in perform the cosmetic work. What a hurdle for patients to overcome—all because their dentists won’t refer out cosmetics.

Yet often these patients who have their cosmetic work performed by their general dentist end up unhappy with the results of their makeovers and wonder what to do next. Some live with it, bad-mouthing cosmetic dentistry to their family
and friends; others seek dentists for a second opinion. Some end up paying twice—or never fixing their problem.

I urge you to do your complete research the first time around when considering a smile makeover. I see many “secondhand” patients who wish they hadn’t rushed into the procedures they did and had asked more questions. Remember, years of practicing general dentistry is simply not the same as experience in smile makeover and enhancement dentistry!

I use the terms “smile makeover” and “smile enhancement” to mean two different things. A “smile makeover” is a full rework including eight or more veneers, perhaps in combination with procedures such as whitening, Invisalign, and gum lifts. I use the term “smile enhancement” to mean a smaller, less expensive procedure to improve certain aspects of one’s smile. These include (and are not limited to) bonding and contouring, gum lifts, teeth straightening, whitening, or getting fewer than four veneers. Although these minor procedures aren’t considered a full makeover, they can make a dramatic difference.

A Mark of Distinction: Smile Stylist®

My business partner and husband, Dr. Jason Olitsky, and I coined the term Smile Stylist® to refer to a dentist who has the passion and expertise for improving the quality of lives through smile makeovers. Our goal? To license the name Smile Stylist to those dentists who have continually advanced the art of smile makeovers—those who have embraced both the creative and the artistic aspects of this skill. We want Smile Stylist to become a household brand name, so when a prospective patient is searching for a dentist to perform his or her smile
enhancement procedure, the patient will search for a Smile Stylist, not a “cosmetic dentist.”

We think of our practice as a model Smile Stylist studio for helping people realize what’s possible. My personal role is to welcome clients and provide a warm, comfortable environment for them. When they feel at ease, it creates an atmosphere in which both doctor and patient can develop a well-based, sincere relationship that gets better over time.

Part of this relationship hinges on the fact that Jason and I both interact with our clients before, during, and after treatment. Jason performs the cosmetic treatments because he’s had more experience than I have. Yes, we have similar educations, but he showed a special gift and passion for smile makeovers years ago, and I’ve supported him in developing this specialty to a high level. As an aside, I wish other dentists who know they don’t have either the education or the passion for smile makeovers would refer interested patients to a dentist who does.

This arrangement has served both us and our clients well. They frequently tell me how reassured they feel, having me available before, during, and after the procedure. I always tell them that Jason did my smile makeover. They like to see and talk to someone who’s been through the veneering procedure and greatly benefited from it.

Total-Focus Environment

At our practice, the relationship starts with a consultation in which our clients are given a chance to articulate their long-term desires for their teeth. Then they receive the complete attention of both doctors during each procedure. We don’t allow
the typical interruptions of the dentist leaving the room while the patient is left waiting. Instead, having a total-focus environment ensures the best atmosphere for consistent results. It also shortens appointment times considerably and reduces the amount of anesthetic necessary for treatments. Our two sets of trained hands follow a rigorous protocol and thus minimize chances of potentially imperfect outcomes.

General dentistry practices that offer cosmetic, general, and family dentistry are confusing for the consumers. In our opinion, smile makeovers should be done with meticulous care by a highly trained expert in an environment exclusively dedicated to these specific treatments.

I hope that this book will give you the knowledge you need to get the smile you want and that you will support us in our efforts to raise the level of cosmetic dentistry in this country.
Chapter 1

The Importance of an Attractive Smile

Is your smile ready for life’s runway? Is it a poor-quality smile that’s hurting your career and your love life? You want your smile to do you justice whether or not you buy into the image-conscious, fashion-driven temptations of this world.

Chances are, you can easily tell when a person’s smile doesn’t match his or her face and personality—like a fashion mistake in the mouth. Many people are enhancing their smiles to complement their other great attributes. They understand that having bad teeth sends the wrong message to business and social partners. Fortunately, if you were not born with a “killer” smile, you can still have one, given you can fit a smile makeover into your budget.
You’re Not Alone

According to the American Academy of Cosmetic Dentistry, 99.7 percent of Americans believe a smile is an important asset, and 96 percent believe an attractive smile makes you more appealing to the opposite sex. More important, 75 percent of adults believe an unattractive smile can hurt your chances for career success.

Psychologists say you communicate just as much with your mouth as you do with your body. Smiling is one form of body language that can make you more attractive. A number of studies show that a smile is generally perceived as more attractive than a frown; in other words, you’re more approachable and desirable when you look happy. Two of the definitions of “smile” in *The Merriam-Webster Dictionary* are “to appear pleasant or agreeable” and “to bestow approval”—both important attributes in your personal life as well as the business world.

A recent study (by Harris Interactive, the global leader in online market research) of a representative sample of 1,000 American adults, both women and men ages between 18 and 50 years of age, found the following:

- Teeth are the number one facial feature people would change if they were to change something.
- Seventy-one percent of those polled believe people with a nice smile make friends more easily.
- Eighty-four percent think an attractive smile is important for meeting Mister or Miss Right.
- Ninety-four percent said they’re likely to notice a person’s smile when they meet the person for the first time, whereas people are less likely to notice someone’s height, eyes, or figure.
• Eighty-five percent consider a person’s smile to be very important when meeting someone for the first time.

• More than one-third agree that bad teeth overshadow the rest of a person’s appearance.

• Sixty-four percent agree that people with a nice smile are more outgoing.

• Seventy-seven percent think that having discolored teeth as an adult makes a person feel self-conscious.

• Eighty-seven percent think a person’s smile is very important to their self-esteem.

• More than one-third would not likely set up their best friend on a blind date with someone who has bad teeth.

• One-third would not be likely to kiss someone with bad teeth.

• Eighty-six percent think people with good teeth are more attractive than people with bad teeth.

Haven’t you been influenced by the simple art of smiling at one time or another? Maybe you were approached by a person of the opposite sex who asked for a date or invited you for a cup of coffee. If so, weren’t your chances of accepting the invitation greater if the person gave you a friendly smile?

An old Chinese proverb says that the person who cannot smile should not set up a shop. In business, that smile is a signal of welcome to potential patrons, showing them they’re appreciated and respected.

Businesspeople from all walks of life have discovered the importance of a smile. Why? A smile attracts customers because it not only breaks down the barriers between people but also projects the salesman’s confidence in himself and his products.
A Humorous Nature Requires Smiling

Numerous surveys have found that having a humorous nature is one of the top five qualities of men that attracts others. Yet it can be difficult for a man to attract many friends if he’s unable to smile. More and more, the power of a smile is being extolled to businesspeople around the country and the world. As competition heats up, service and friendliness—in addition to price—factor into “winning” the client. That old saying “People do business with people they like” is infinitely true.

Dale Carnegie, a pioneer in self-development, devoted an entire section in his book *How to Win Friends and Influence People* to the importance of having a nice smile. There, he listed smiling as one of the six principles in getting people to like you, and described a smile as something “so valuable, it can’t be bought.” Maybe not, but a smile certainly can be improved.

Beauty = Goodness

Bombarded by images of beautiful people in movies, on television, and in magazines, society has become convinced and conditioned to believe that “beauty equals being good.” This powerful message is ancient. Greek philosophers explained it first, and hundreds of recent studies prove that this idea affects our lives in untold ways. Attractive people are judged to be smarter, friendlier, more honest and trustworthy, more successful and happy, and in possession of just about every other “good” trait. Our world is so competitive today—both socially and sexually—that looking our best has become a necessity.

An independent U.S. study conducted on behalf of the AACD in 2004 discovered the following:
• Nearly one hundred percent believe a smile is an important social asset.
• Ninety-six percent of adults believe an attractive smile makes a person more appealing to members of the opposite sex.
• Seventy-four percent of adults feel an unattractive smile can hurt a person’s chances for career success.

When asked, “What is the first thing you notice in a person’s smile?” common responses were:

• Straightness
• Whiteness and color of teeth
• Cleanliness of teeth
• Sincerity of smile
• Any missing teeth
• Sparkle of smile

When asked, “What types of things make you consider a smile unattractive?” common responses were:

• Discolored, yellow, or stained teeth
• Missing teeth
• Crooked teeth
• Decaying teeth and cavities
• Gaps and spaces in teeth
• Dirty teeth

And, finally, when respondents were asked, “What would you most like to improve about your smile?” the most common response was:

• Whiter, brighter teeth
So what happens when your teeth are yellow and you become too self-conscious even to smile? Not only are you unhappy, but your ability to succeed becomes impaired. That smile concerns you and your confidence as a person while also affecting your ability to earn a living.

Whether your goal is being attractive, improving your career, or just feeling better about yourself, a new smile can make a dramatic difference in your life. Our clients tell me their increased confidence from a new smile has been a catalyst for many life-altering changes in career advancement, health and fitness, and continuing to improve their lives.

Are You Happy with Your Smile?

A smile is a person’s most important facial expression, an important part of a first impression, and something often remembered long after you’ve left the room. However, some people try not to smile or they feel self-conscious when they do, largely because of imperfections with their teeth. If this describes you, you no longer have to settle for stained, chipped, missing, or misshapen teeth. Advances in dentistry have solved these problems; you now have choices that will help you smile with confidence.

If you’re unhappy with your smile or you feel self-conscious when you laugh or meet people, then do something about it. Most of my clients declare that their only regret after their cosmetic treatments is they didn’t do it sooner. Looks do count in today’s society, and fair or not, you’re judged by your smile and how you do or don’t use that smile. Even if you say you don’t care what you look like, other people do. Admittedly, dwelling
on what your teeth look like can be considered superficial, but so can focusing on your haircut, clothes, car, and house.

The following chapters of this book present the different types of cosmetic dental treatments available and the spectacular results that can be achieved. These treatments may be used by themselves or in combination to achieve a gorgeous smile. It’s up to you to discuss your goals and budget with the dentists you interview so you can choose what’s right for you. Some people need only minor tweaking; others need an entire mouth makeover. A dentist with training and experience in smile enhancement will help you sort out your options.

But first, check out a few examples of how a new smile helped our clients achieve the confidence they always knew they had inside themselves. It’s amazing to witness not only the physical transformation but the emotional one, too. Although they were happy people, they weren’t able to show it because they felt self-conscious about their smiles. Some clients said they avoided social situations so they wouldn’t have to be embarrassed. Others told us they wanted to be able to show their families and friends how truly happy they were on the inside.

What a gift we are privileged to give!
Tina actually wrote $40,000 into her business plan to fix her teeth when starting a jewelry business. That gave her a nice smile to reflect how successful she knew she could be.
Colby received 10 veneers on her top teeth and 10 on the bottom to give her the confidence she needed to fully participate at college with her friends and at home with her family.
Bill received a whole smile makeover and has enjoyed using his smile, in both his business and his social life.