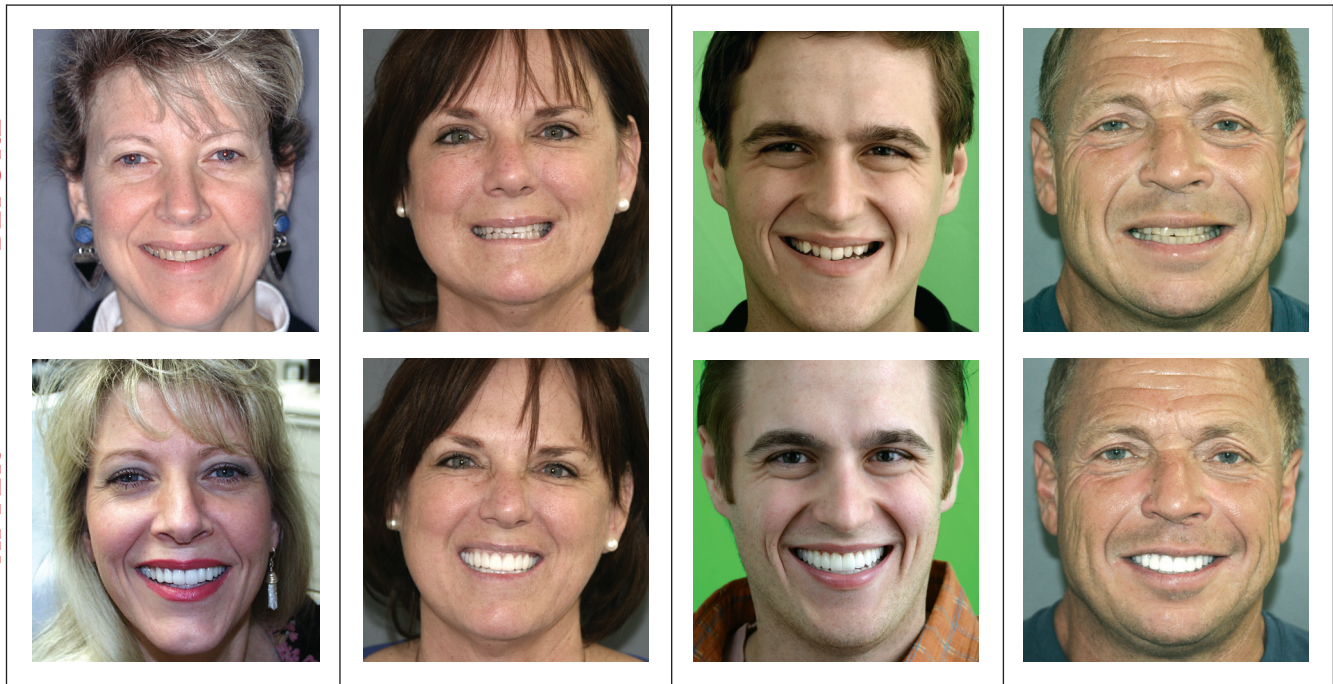


# Can A New Smile Make You Appear More Successful And Intelligent? New Research Says It Can.



PHOTOS COURTESY OF DR. JONATHAN ZIV

Previous consumer studies have proved that a beautiful smile will make you more attractive. But according to research conducted by Beall Research & Training of Chicago, a new smile will make you appear more intelligent, interesting, successful, wealthy, happy, friendly, kind, popular with the opposite sex and sensitive to others as well.

Of the subjects viewed in the survey, improvements ranged from mild to major. While the change was most dramatic for attractive, popular with the opposite sex, wealthy and successful in their career, the change was statistically significant in all areas. "To have large gains in how successful, intelligent, interesting and wealthy, patients appeared after cosmetic dentistry caught even us by surprise. We've been telling people for years that a beautiful smile was a great investment in their futures. Now we have independent evidence."

## What you should know when choosing your cosmetic dentist:

The goal of a cosmetic dentist is to improve the appearance of your smile, and a true cosmetic dentist practices solely in this area, as opposed to a general dentist, who you see for hygiene and periodic check ups, and who may perform cosmetic procedures from time to time. A cosmetic dentist will use a specialized lab, where an artist produces the finest veneers and crowns possible, to be indistinguishable from a beautiful natural tooth. Crowns and veneers will be made from porcelain, zirconia, or lithium disilicate but will contain no metal, and you will never see a dark line around the gum from these kinds of restorations. It doesn't matter what the condition of your teeth is, or even whether you currently have any teeth remaining, a cosmetic result is possible. Beautiful

smiles can be created with veneers, crowns, bridges, implant supported crowns and/or partial or full dentures. Only you and your dentist will know.

Look for a dentist who is Accredited by the American Academy of Cosmetic Dentistry (AACD) to confirm that he or she is skilled in this area. A cosmetic dentist undergoes extensive specialized further education, and, as in all fields of practice, ongoing continuing education is necessary to be able to provide the best outcome available, taking into account technological innovations.

The full survey results by Beall Research can be viewed on the AACD Web site at [www.aacd.com](http://www.aacd.com).

*Dr. Jonathan Ziv is an Accredited Member of the AACD and practices in Agoura Hills, California*

