



Past-President of the BACD, **DR TIF QURESHI**, asks, why is it so important to have attractive teeth?...

THIS might sound like an odd question because, subconsciously, we automatically know that the images that are force fed to us from every direction form ideas about what is attractive from an early age.

You cannot open a magazine or turn on the TV without seeing wide/white smiles. Even in Britain – a place well known for crooked, yellow teeth – a noticeable change has occurred over the last few

years. TV presenters, actors, musicians, and even politicians have started to improve their smiles.

Unless you are watching Jeremy Kyle, there are not a lot of people with incisors like Austin Powers pushed through the media, and they are only there for a rather pathetic form of modern day entertainment.

But how far do you go? Do celebrities now all have beautiful smiles?

I would say no, and, in some cases, people actually look arguably worse because of dentistry. There is a line which some patients and dentists cross when it becomes obvious that their teeth have been treated and look highly unnatural.

Now, lets not beat cosmetic dentistry too hard.

Some stars simply would not have achieved the level of fame they did with their original goofy appearance. Tom Cruise is a perfect example. His teeth were awful, but a mixture of orthodontics, limited ceramics and whitening has given him a nice, natural smile that most men would be happy with, especially if it came with his face.

The same can be said for Cheryl Cole. Believe me, I'm not a fan, but with her new smile, she is a far more attractive woman than before. With pegged laterals and large, negative spaces in her smile,

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she would simply have not been part of X Factor UK, and especially US. Again, mild orthodontics and limited beautiful ceramic work have produced something that looks attractive and almost natural.

However, there are those who have just simply gone too far. Too white and too many veneers. Their teeth look truly awful.

Part of the problem is two-tone syndrome; in the desire to treat their smiles, they forget that their manky yellow lower teeth actually are more visible more of the time. That is when they are speaking. The obsession of "the smile" in cosmetic dentistry has created this problem where patients and dentists think the lower teeth are not important. I'm sorry, but they are!

When you speak, the lower display is more visible; and as you get older, it becomes worse as your face drops. View Jodie Marsh now: super bright uppers, crooked yellow lowers. Does that mean you veneer all the lowers too? Not wise – it rarely looks right. Bruce Willis and Demi Moore are testament to this. Multiple lower veneers/crowns commonly look fake, and I have yet to see a case completed by anyone where multiple lower units look natural – we should straighten them instead.

However hard it may be, we have to try our hardest to convince our patients that tooth colour and shape could be wrong for them, and they could very well end up looking idiotic.



This month, **DR NILESH R PARMAR** advises the profession to "stop horsing around with VAT!"...

IAM a pretty calm person by nature, but a few things do get my blood pressure rising. There is one particular thing that has been happening quite a lot lately, so I have decided to make this month's column a bit of a mini rant, with a warning to all dental companies out there.

When quoting a price for a new piece of equipment, or a bulk order on some implants, make sure the price you quote is the final price I will end up paying. Why is this a bone of contention? Well, many companies have started quoting prices, not including VAT.

In case you didn't know, VAT is now at 20 per cent. Not exactly small change! The response, "Why do you care, you get the VAT back?" Do we? If that is the case, can someone show

me how please; it would save me from upsetting a lot of people!

Being told one thing, but being given another, is something that has made all the headlines lately in the wake of "horsemeat gate".

Okay, I admit that this example may seem a little far fetched, but the principle is still the same – what we were told was beef, is actually horsemeat, and my hypothetical dental implant, for which I was quoted £200, is all of a sudden £240. Even worse, my dental chair, which was quoted at £45,000, is now £54,000.

How can companies overlook this "little" technicality? The last person who quoted me a price not including VAT had the quote ripped up and told to try again.

Not providing all the information from

the beginning can affect trust and confidence. "Horsemeat gate" has left the reputation of many well known companies in tatters, and it will take a lot to restore public confidence.

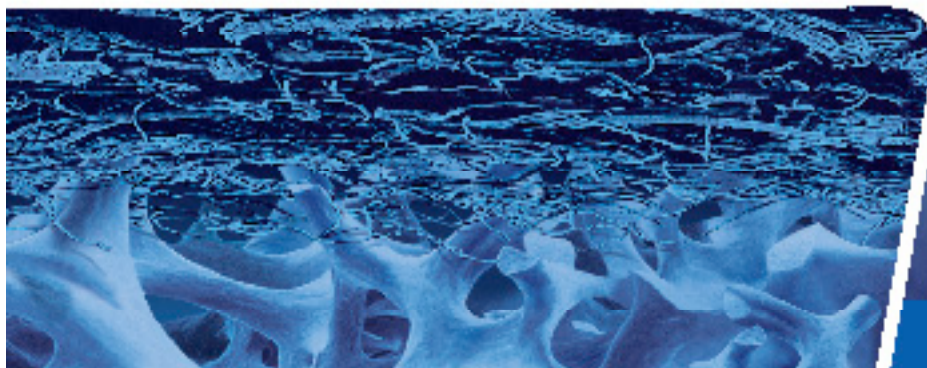
Similarly, if we were to misquote a patient a price for a particular treatment, and then it turns out to be more expensive, in our position of trust, this would be professionally and morally wrong and create negative headlines that we simply don't need. Therefore, it shouldn't be acceptable for companies to deceive us dentists in this way. It's misleading.

It's important that patients and customers trust what their dentists (and supermarkets) tell them. Being honest from the get-go ensures everyone knows where they stand, saving a lot of time and effort in the long run.

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