



Smile Design

SECRETS











MY PERSONAL PLAYBOOK

To Get Predictable Results With Porcelain Veneers That
Wow Patients And Peers Every Time

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TABLE OF CONTENTS

-  **Intro**
-  **1 See It Differently**
-  **2 The Smile Test Drive™**
-  **3 Tissue First**
-  **4 Prep Design Is Key**
-  **5 Temps Tell All**
-  **6 Material Choice Matters**
-  **7 Social Proof**

MY GOAL

To help you see the smile design process from a different perspective and give you more confidence when you are prepping your next porcelain veneer case.

Before I dive into my 7 secrets, I want to help you SEE IT DIFFERENTLY when it comes to doing more cosmetic dentistry in your practice. There are three important parts to my process that I want to introduce you to. This eBook will only focus on the 3rd step of TREATing the patient but I still want you to see how they all work to compliment each other. I am going to share my basic Smile Design Secrets with you. The specific details of each procedure and technique are covered in detail in my 2 Day *Smile Design Secrets* Hands-On Course.

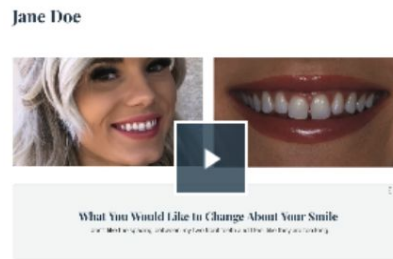
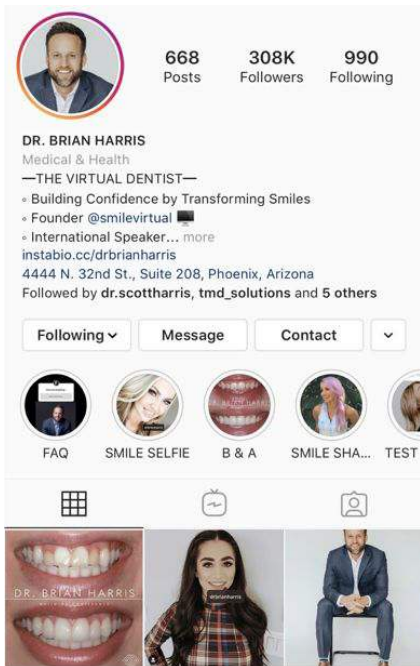
The 3 parts of the Smile Design cycle:

- 1. ATTRACT:** Using Social Proof to help those around you see the kind of dentistry you can do.
- 2. CONVERT:** Using the Smile Virtual Consult and Smile Test Drive to show patients what is possible with their smile.
- 3. TREAT:** Now that your patient has scheduled treatment, you need to deliver predictable and consistent results.

1. ATTRACT

2. CONVERT

3. TREAT



This proven process is a continuous cycle. After reading this eBook you should feel more confident when doing smile design cases. When this happens, I challenge you to start taking pictures of your work and posting cases to social media. When you post these cases, people around you will see the kind of dentistry that you can do and you will start to attract more leads. These leads will be sent to the Smile Virtual software and when you start recording virtual consults you will double your case acceptance and you will convert more of these leads into actual smile design cases. It's a proven cycle and its the gift that keeps on giving:) Now let's focus on how you can get more predictable outcomes with your cases.



SECRET ONE

SEE IT
DIFFERENTLY



Would you like to start doing more cosmetic dentistry in your practice?

Then I would invite you to **SEE IT DIFFERENTLY.**

Stop looking at your veneer cases by the number of teeth you want to treat or how many veneers the patient can afford. Step back and look at the entire smile and what can be done to improve the symmetry of the entire smile.

When you do this it will open your eyes as to what is possible and it will help you be able to explain it better to your patients. If the conversation in the chair is all about numbers of teeth, numbers of appointments and veneer prep design then that's all they will focus on. Those are the things they will base their decision on... pure logic and no emotion.

However... if you help them see the entire smile and you ask the right questions, they will be making a decision based on emotion and what they want vs. logic and what they feel they need.

These are the 5 questions I ask myself as I look at each case and the things I review with each patient to help them see things differently:

1. Is there symmetry with the tissue heights of the smile? If not, can it be improved by raising the tissue and using veneers to improve the gum/tooth ratio?

2. Would the patient benefit from a wider smile? If so how many teeth would need to be done to accomplish that look? Usually 10 veneers are needed to widen a smile.

3. Would doing more teeth actually allow me to be more conservative with my tooth prep design? Meaning, if only 6 teeth are done, I would need to remove enough tooth so that the 6 veneers blend with the buccal corridor and don't look too bulky. If 10 teeth are done it allows me to widen the arch and use more of a minimal prep design. Discussing that with your patients will help them understand why sometimes more veneers are better than less.

4. How bright does the patient want to go with the new smile? If they want a significantly brighter look, they will need to go with 8 or 10 veneers or there will be an obvious transition point in the smile. Ask them the simple question of "How bright do you want the smile to be?" If they say, "really bright" then you can let them know they need to do more teeth so we don't see a transition line.

5. Are there bite issues that need to be addressed or are the teeth worn down where the bite will need to be built up to avoid future destruction of teeth? If so, at least one full arch needs to be treated.

Congratulations... now you **SEE IT DIFFERENTLY**.

You can see how sometimes doing more teeth is going to help get you a much better result for your patient. The temptation at this point is to share what you see with your patient, **DON'T DO IT!** You may think that because you can see what is best for them and that you will be able to explain it to them. That's what most of us do, we start explaining using logic and dental terminology.

Studies show that as humans we make all buying decisions based on emotion and how we feel, and not because of logic and what we think. Why is it then that we do all of our treatment planning based on logic and we leave the emotion out of it?!

I challenge you to try a new technique and follow these 3 simple steps. If you do it, you will double your case acceptance and be able to do more of the dentistry you love to do.

Step 1: Ask your patient the simple question of "What is it that bothers you most about your smile?" When they answer... **LISTEN.**

Step 2: Then tell them "We have two options, I can do a quick exam and we can talk about your options or if you have time for it, I can actually show you today what your new smile would look like and you can test drive the look for the day. What would you prefer?" 90% of the time they will choose the Smile Test Drive.

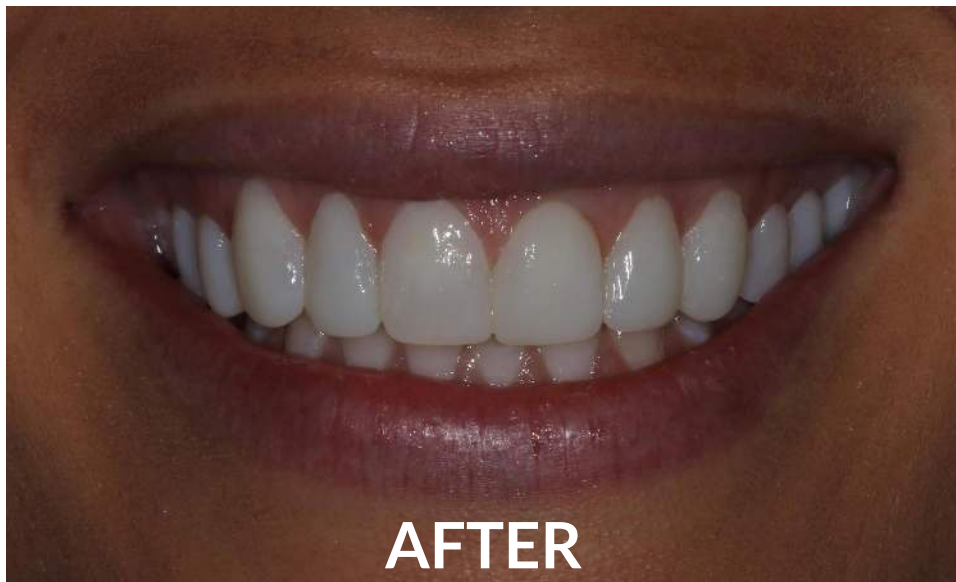
Step 3: Use the Smile Test Drive to create the new look for them. Show them what their new smile could look like and let them wear it home for the day.

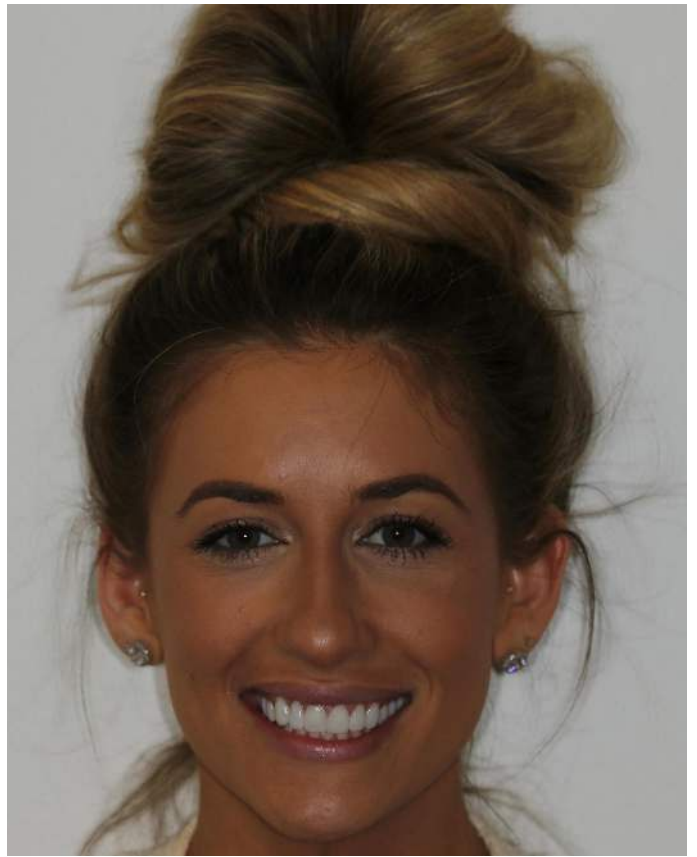


SECRET TWO

THE SMILE TEST DRIVE

Smile Test Drive™





The Smile Test Drive is a technique where flowable composite is used to give the patient a preview of what a new smile would look like.

Telling a patient they are a good candidate for veneers is not nearly as powerful as showing them what it would look like.

Stop TELLING and start SHOWING!

A simple Smile Test Drive step by step process:

Find out what they WANT - then SHOW them what they will look like...



BEFORE



AFTER: 30 Min Later

Here are some things you need to know about the **Smile Test Drive** process:

Step 1: Air dry the teeth



Step 2: Place flowable composite on the incisal edge of one of the central incisors and use an explorer to drag it into the ideal position to give ideal length and shape of the tooth. The best composite material to use for this process is KavoKerr Herculite Ultra Flowable composite. The shades A1, B1 and XL1 blend the best with the natural tooth structure.



Step 3: Once it is in the right position, light cure for 3 seconds. There is no need to do a full cure here. The key is to be quick with the process.



Step 4: Once the incisal of the central is shaped, you can start working distally adding to all of the incisal edges of the teeth on one side. It's ok if it droops slightly to the lingual, you can polish it back at the end. The key is to move quickly and build up the basic shape to be polished at the end.



Step 5: Once the incisal edges are finished, use the flowable composite to fill in the facial aspect of each tooth on one side.



Step 6: Once one side is finished repeat steps 1-5 on the other side to match what you just created. If you have time to do it, take a close up smile picture of 1/2 done before you start the other side. It makes for great social media content and it helps the patient see how much length needs to be added to get the ideal look.



Step 7: When finished, it's time to polish everything up and make it look as ideal as possible. Use a red stripe tapered diamond bur and carefully polish all the facial surfaces of the teeth to make them as smooth as possible.



Step 8: When everything is nice and smooth, now it's time to use a mosquito diamond bur to shape the facial embrasures and make the teeth look as ideal as possible.



Step 9: When the facial surface is smooth and embrasures are formed, use polishing discs to shape incised edges and the overall length. Disc's can also be used to get a smoother finish and polish.



Step 10: The final step is to use a composite polisher and get things to look as smooth as possible. Take a step back and sit the patient up. Look at overall length and shapes. If you are going to make a mistake here, it will be to make the teeth too long. If in doubt, shorten things up a little.



Step 11: Hand the patient a hand mirror and let them take a look. If they feel like things look too big or too long that's ok. Lean them back and make the changes. Once they are happy take good after pics and let them wear it home for the day. They will be able to remove it themselves that night with little effort. At this point it is appropriate to share the details of what you would recommend. Emotion FIRST always and then LOGIC.

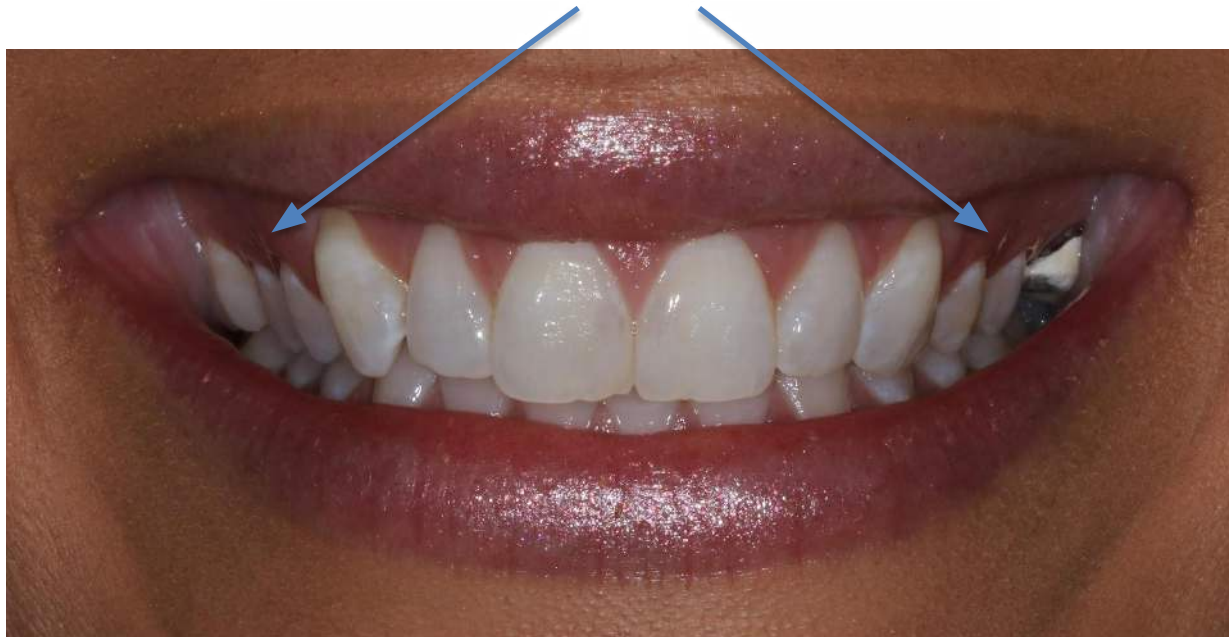




SECRET THREE

TISSUE FIRST

If veneers are designed in this case to widen the smile and brighten the color but tissue is not raised on the premolars, 6-11 will look drastically longer than the premolars creating asymmetry with the smile.



You will get much better cosmetic outcomes if you start using a laser to obtain gingival symmetry with your cases. It is one of the things that often gets overlooked but is such a simple way to improve the esthetics of each case. It is not important what kind of laser you use. Any diode will work at the continuous setting of .8 to 1.0. Simple tissue removal of .5mm to 1.0mm, you should be able to make without being concerned with invading biologic width. When removing more than .5mm to 1.0mm, you need to follow a specific protocol that I teach in my Smile Design Secrets Hands-On Course. Note with the next set of cases, how much of a difference it makes when gingival heights are symmetrical.

The Gum Lift:

Gum to tooth ratio is extremely important in designing the ideal smile. These are all examples of how a gummy smile can be improved using tissue sculpting alone without osseous surgery. To do this correctly you need to fully understand every scenario and understand where you can and can't remove tissue. If you get this step wrong the patient can have constant inflamed ion of the tissue. For simple changes it is extremely predictable. For more complex cases get trained on how to do this correctly.





SECRET FOUR

**PREP DESIGN
IS KEY**

This is where most of us get STUCK:

“Should I break contact?”

“Do I wrap the porcelain onto the lingual?”

“Do I need to keep the prep in enamel?”

“Do I prep sub gingival? Or keep it supra gingival?”

“When I do premolars do I bring it onto the occlusal surface?”

“What about canine guidance?”

“Should I carry canine preps to the lingual?”

“What if they have severe occlusal wear?”

“When should I just do full coverage?”

“When can I do minimal or no prep veneers?”

In my opinion, 90% of cases fall into one of these 4 prep design categories. They all have their pros and cons.

1. Minimal Prep: Minimal Prep veneers cause little to no sensitivity but are difficult for making temporary veneers and are not as forgiving when it comes to final esthetics.

2. Traditional Prep: Traditional Prep is simple to do and causes minimal sensitivity but restricts what can be done cosmetically and can be difficult for temp retention.

3. Slice Prep: The Slice Prep gives better retention of the temps and final restoration along with full control of esthetics but is more difficult to design.

4. Full Coverage: Full Coverage is easy to design but can cause occlusion issues and increased sensitivity if you don't plan things correctly.

In the Smile Design Secrets Hands-On workshop we go through each of these prep designs in detail and show the best burs and techniques to achieve the results.

Minimal Prep



Traditional Prep



Slice Prep



Full Coverage





SECRET FIVE

TEMPS TELL ALL

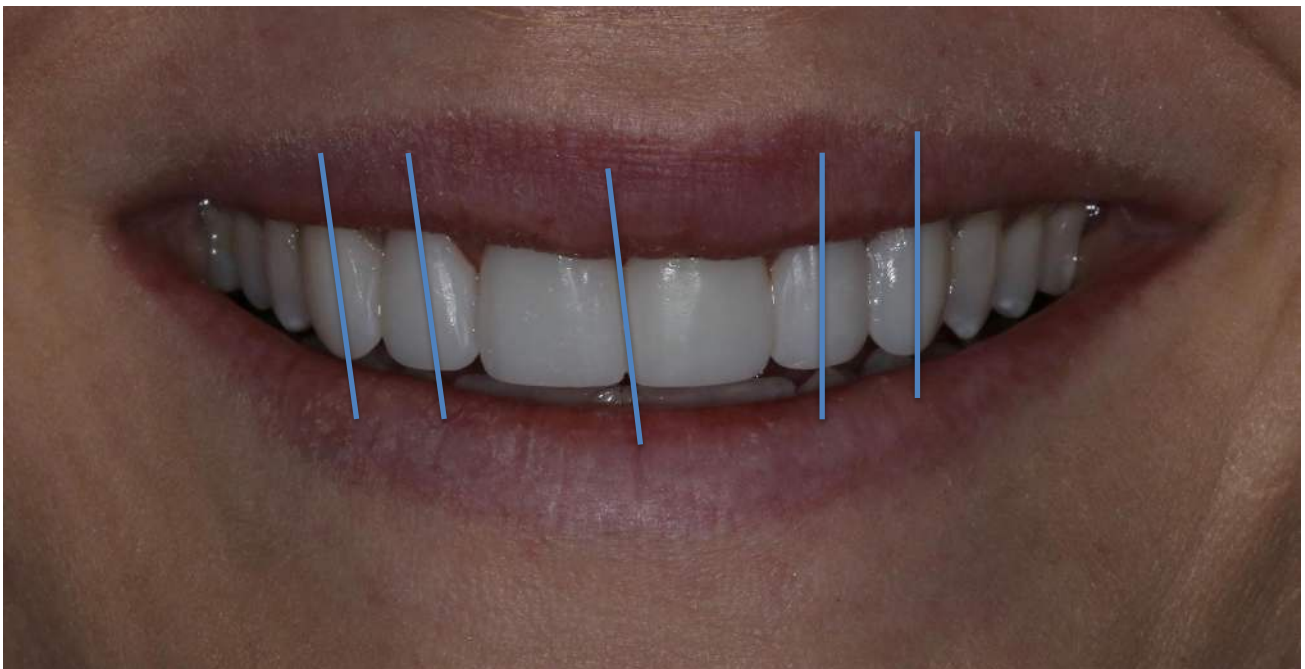
Making the veneer temporaries is the single most important step in the porcelain veneer process. It is what you will use to communicate with your lab the ideal size and shape of the new smile. It is also the first time the patient will get to experience the true smile transformation. If you don't get the temporary veneers looking right patients will lose confidence in your ability to deliver good final results. Also, if you can't get the temporary veneers to stay in place for 2 weeks and they are constantly breaking, this will cause stress for the patient and they will lose confidence in your ability. This is your chance to impress them with your best stuff!



My patient was still numb in this photo but at first glance I thought the temporary veneers looked pretty good!



But when I took a photo and looked closer...



Always take close up and full face photos of temporary veneers, they will help you see the little details that take a case from looking good to looking GREAT.



SECRET SIX

MATERIAL CHOICE MATTERS

I currently only use two types of all porcelain veneers and crowns. 80% of the time I use e.max press and 20% of the time I use ZirCAD Prime full contour Zirconia.

There was a time when I would have to choose between Feldspathic porcelain, Empress, Emax, Layered Zirconia, Porcelain fused to metal and full contour Zirconia. In my opinion the two materials mentioned above can give me all the esthetics and strength I need to get excellent cosmetic results. Don't complicate it! Now that you have narrowed things down to just two materials, the key is knowing the best bonding agents and cements to use for each of these materials and which ones give the best bond strengths and final cosmetic results.





SECRET SEVEN

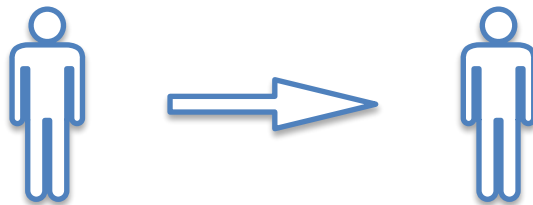
SOCIAL PROOF

Social Proof vs. Social Media

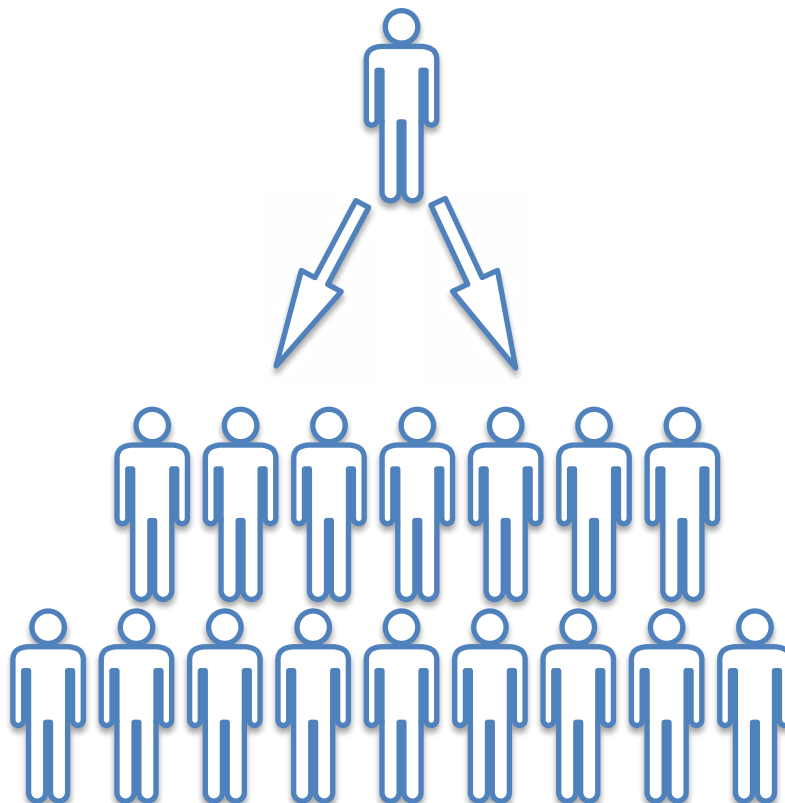
Social proof is something very different than social media. Social media is flossing Gifs, photos of your team and office, dental humor and dental facts and tips. That is great for building a brand but it does nothing to build trust and showcase the kind of work you are capable of. More importantly, it doesn't drive leads to you.

Remember..."Everyone knows you are a dentist, but nobody knows what you do!" Start showing off your work. Help your friends and family understand what you can do to help them. Social proof allows you to share your talents with the public and becomes the best form of word of mouth advertising you could ever imagine.

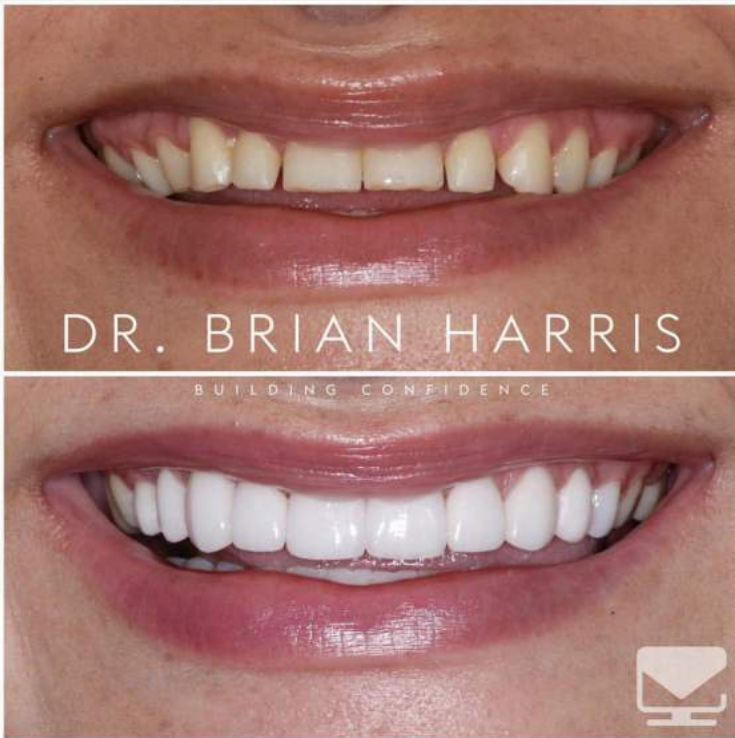
Word of Mouth Patient Referral:



Word of Mouth Social Proof:



 **drbrianharris**
Harris Dental



 **keylasjawsurgery**



"Sooooo crazy to look back on what my smile used to look like! Wow. One of the best decisions I have ever made. I can't thank you enough!"

Kayla