

Image is Everything!

Not really, but personal *image*, especially the smile, is important to our patients, and illustrative *images* are critical for communicating what dentists can do to improve the smile. In another way, *images* are important to view, be they pleasing to the eye and something to savor, or a 'decisive moment' frozen in time that gives us reason to pause and reflect. In this issue of **NewsNotes** there is a lot of information about *images* I want to share.

Enhancing Esthetics

Baby Boomers are now in middle age! As a group they are fixated on staying AND looking healthy. During my recent **YDC 27 Minuteman** presentation, I demonstrated that good dental esthetics is part of this *image* equation, and **Periodontal Plastic Surgery (PPS)** in concert with restorative dentistry, or as a stand alone modality, is frequently required to achieve the desired endpoint. **PPS** is a hot topic. In May, '02 the annual **Specialty Conference** of the **American Academy of Periodontology** in Chicago will be devoted exclusively to **Enhancing Esthetics with Periodontal Plastic and Reconstructive Surgery**. A new generation of patient education illustrative brochures will be launched at the conference. In the meantime, if you need quality information to give to patients considering esthetic procedures, the **Academy** already has literature for *Soft Tissue Grafts*, *Esthetic Crown Lengthening*, and *Implant Therapy*. If interested, I will gladly furnish a sample. Better yet, if you have a specific request, with my portfolio of cases and through the wonders of digital photography, I can customize a page that illustrates a specific therapy for use in your office. Remember, a good photo is "worth a thousand words." As a final note, and to put some perspective on *plastic* techniques, consider the following, "**Gingival Recession is Periodontal Recession!**" Think about it; an exposed root is manifestation of loss of periodontal ligament, cementum and alveolar bone, not to mention keratinized attached gingiva. From our understanding of the pathophysiology of adult periodontitis, we know this type of attachment loss is significant and jeopardizes the dentition. Identifying and treating a Recession effectively (and esthetically) is not just for economists!

Why, beCause it's for a good Cause

Now that you have been briefed on clinical aspects and communications of the perceived *image*, let's switch to enjoyment of *images*. During the **Art Expo at Yankee** I was fortunate to take home a few ribbons for my photography. If you didn't stop by the exhibit, you are always welcome to visit my office for a personal tour of "The Gallery." My office walls display samples of current work, including the **Yankee** entries. *Can't make it to Stoughton? how about cyberspace?* **WWW.ArtbeCause.org** is a non-profit that raises funds for research into environmental causes of breast cancer. Their web site features donated artwork that can be used to create e-cards of your choice. The money goes to the research. So, if you want to see their virtual art gallery, including my submissions, and support a good cause, check out **ArtbeCause**. You'll feel good about it.