

Christopher D. Merchant

——— DDS ———

THE  
5 COMMANDMENTS

——— *for* ———

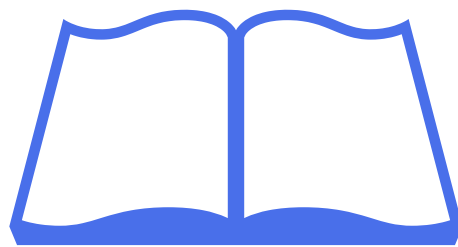
**Choosing the Right  
Cosmetic Dentist**

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## Why does this matter?

Choosing the right cosmetic dentist will have a major impact on your life. As nervous or biased as you may be, it is substantial evidence – cold facts and logic – that should guide your decision to safeguard the most expressive, yet silent aspect of your beautiful personality—**your smile.**



**Follow these 5 commandments for choosing the right cosmetic dentist to avoid heartbreak, short-lived restorations, expensive recovery, and demoralizing embarrassment.**

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*#1*

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**TRULY  
COMPREHENSIVE  
EXAMINATION**

You want your dentist to be as thorough as humanly possible when performing your examination. **The right dentist will:**



Analyze the form of your teeth, their proper function, your gum health, bone health, bite issues, any existing dental work and its impact on your overall oral health.



They'll have the right technology available for your treatment. This may include full mouth x-rays, intraoral imaging, diode lasers, study models, monitor visuals, and/or oral cancer screening



Offer patient comforts such as refreshments, music, or comfort chairs, along with a gentle touch. Some offices may offer sedation dentistry options to make treatment a breeze.



**An examination like this will make sure nothing is overlooked and your results will be done right the first time, lasting for years to come.**

*#2*

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**AN ARTISTIC  
EYE AND A  
SCIENTIFIC  
SENSE**

Your smile is a precious piece of art, but there is a science behind it. **The right cosmetic dentist understands this and will:**



Accurately evaluate your needs, time, personality, and discuss finances.



Discuss the tone of your skin, eye color, lip shape, golden proportions and proper function.



Always be precise in execution and meticulous in craftsmanship.



**To achieve optimal aesthetic results, a dentist must have a clear vision of what is artistically possible and appropriate for you in the long-run.**

*#3*

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**OPENS YOUR  
EYES TO THE  
POSSIBILITIES**



## Be aware:

You'll want to look at Before & After photos of cosmetic stories similar to yours that the dentist has performed in the past.

Commercially-produced photos and albums show the general results, but you need to confirm you are seeing the actual handiwork of the dentist you are considering.



**Make sure the images are  
from ACTUAL patients**



*#4*

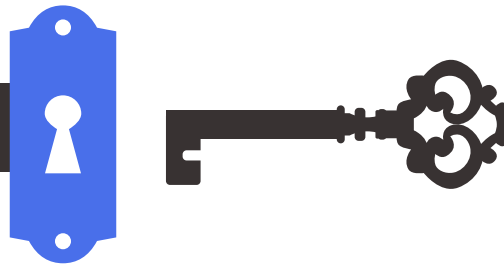
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**EXTENSIVE  
SMILE DESIGN  
EXPERIENCE**

## Experience is key:

Great cosmetic dentistry is a beautiful and expressive art, just like you.

General dentists generally have little or no experience in mastering this art.



If you are considering veneers, for example, ask how many veneers the dentist has placed. Look for cosmetic dentists who have placed not just hundreds, but thousands of veneers. This showcases the dentist's wide-range of experience with different smiles and unique circumstances, making them credible to deliver the same experience and expertise to your work of art — your smile.

*#5*

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**AN HONEST AND  
CONFIDENT  
COMMUNICATOR**

## **Communication is everything:**

The right cosmetic dentists will be confident in their abilities, backing it up with extensive experience and amazing results. They'll be able to answer all your questions and needs clearly, explain in simple terms how the procedure is going and will be able to communicate kindly, patiently and professionally as you go through the journey.



## TRY THIS:

Ask your cosmetic dentist how many patients have been dissatisfied with their results. Then, ask them how they chose to correct and handle the situation. This will give you a clue of how they will communicate with you down the road, how well they will listen, and how they will make you feel.



**Your smile is imperative to  
your confidence and joy.  
Place it in the right  
hands and you'll have an  
experience like never before.**

# Christopher D. Merchant

— DDS —

## DR. MERCHANT

WILL BE THRILLED  
TO PROVE TO YOU HE IS  
WORTHY OF YOUR SMILE!

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