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## COSMETIC PROCEDURES

## PLANET

COSMETIC PROCEDURES  
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# Choosing the right cosmetic dentist

Whether you desire whiter teeth or want to improve the look of a smile you never felt quite comfortable with, the American Academy of Cosmetic Dentistry (AACD), the world's largest non-profit membership organization dedicated to advancing excellence in cosmetic dentistry, can connect you with a dentist near you.

"Good communication between dentists and their patients is more impor-

tant today than ever before," says AACD vice president, Dr. Hugh Flax. "Don't be alarmed if you have some work to do on your end before undergoing a cosmetic dental procedure. Cosmetic dentistry is not just about looks, it is overall oral care that combines art and science to improve dental health and function, as well as aesthetics. Finding someone who strives to collaborate with you to create that balance is very important to

achieving long-term wellness and beauty. It's a winning combination that will keep you smiling for many years"

Through progressive cosmetic dental continuing education, the AACD offers dental professionals educational options for any learning style. Cosmetic dentistry's most recognized credentialing program for dentists and dental laboratory technicians, Accreditation, is maintained by the AACD. In addition,

the AACD Charitable Foundation's primary program Give Back A Smile, a national anti-domestic violence program, has restored the smiles - and the lives - of more than 600 survivors of domestic violence.

For more information about cosmetic dentistry, the Give Back A Smile program, or to find an AACD member dentist near you visit [www.aacd.com](http://www.aacd.com) or call 800 543 9220.

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## Cosmetic treatments today and tomorrow

How cosmetic treatments have developed, and what the future may hold

BY DAVID JØRGENSEN

The mass popularization of cosmetic surgery has in no small way been enhanced by reality television shows such as *Extreme Makeover* and *The Swan*. Taking those who feel debilitated by their perceived flaws, the contestants receive varying degrees of cosmetic and plastic surgery, usually resulting in dramatic results.

Whilst the vast majority of those having cosmetic procedures are probably not going to such extreme lengths, the way we consider such treatments has seen a huge shift towards complete normalization, perhaps even associating surgical procedures such as facelifts with cosmetic dental work. The point is

lines and wrinkles, helping to smooth out the contours - primarily on the face and neck, but in other areas also. According to the most recent figures released by the American Society of Plastic Surgeons, some 4.6 million Botox procedures were carried out in 2007 - more than any other type of non-surgical treatment.

The same figures show that some 347,500 breast augmentation procedures were completed last year - the highest total for a cosmetic surgical treatment. One major development in this area was the FDA's approval of silicon gel implants in late 2006. Up until then, the majority of breast augmentation operations used saline-filled implants, unlike in Europe or elsewhere,

laser treatments have leapt in popularity. Microdermabrasion is designed to remove the top layer of dead skin cells by running tiny crystals over the facial surface. The treatment stimulates the production of new cells, and helps to eliminate the effects of lines and blemishes. Laser skin treatments can help to remove bumps and marks caused by a variety of reasons, making the skin smoother and firmer.

One of the major benefits of such treatments is that they carry out a similar job to cosmetic products, but produce results in a much shorter space of time. The psychological effects of that timeframe should not be overlooked. In our 'on-demand' society, where no one wants to wait, being able to see

