

The secret to beautiful smiles

Everyone notices a beautiful smile, and having a beautiful smile is something that most of us desire. So what is the secret to having and keeping a beautiful smile?

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As we travel through our life, we face many different dental challenges, all of which put different stresses on our smile and the health of our mouth. At Smile Artistry™ we have four secrets that we share with you to keep your smile beautiful!

Secret Number One: The Smile Design Process

To create a beautiful smile you need to know what makes a beautiful smile, and how to design a beautiful smile. The smile design process starts with basic cosmetic principles including, tooth sizes, tooth positions, crowding, spacing, biting edge shapes, tooth colour and angles, and the most important aspect involves the ‘stress point’.

“a personalised, natural looking beautiful smile is achievable for everyone”

The first non-perfect aspect noticed in a smile is what we call the ‘visual stress point’. This may be the gums showing too much, crowding of the teeth, or even the discolouration of the teeth. By improving these visual stress points, we can improve the beauty in your smile. This doesn’t mean your smile needs to be exactly perfect to be beautiful! But, by using correct principles when designing a smile, Smile Artistry™ believes that a personalised, natural-looking beautiful smile is achievable for everyone!

An important part of Smile Design is to ensure that your mouth is healthy and its health is maintained. Particularly tooth health with no decay, gum health with the absence of gum disease and that your bite is not causing damage to your teeth.



Designing a new smile for you can vary from Zoom™ Teeth Whitening to Porcelain Veneers or Crowns on many teeth. Whilst opinions on dental care may vary between Dentists, we often find our philosophy to provide the least invasive means possible in creating beautiful smiles is often a good approach.

Secret Number Two: Using Modern Technology

Smile Artistry™ prides itself on having the most up-to-date and modern technology available. This ensures we can create some truly amazing smiles with no discomfort, in short periods of time.

For example, technology such as Zoom™ Teeth Whitening can achieve bright, white smiles in short periods with less sensitivity than other methods in the past.

Porcelain Technology is just fantastic and can match the look and feel of natural teeth! For example, a Porcelain Veneer should match your natural teeth so well that no one, even yourself, can notice a difference!

“Modern Technology can create some of the most truly amazing smiles”

Secret Number Three: Smile Mockups

Another key aspect to creating a beautiful smile, is the use of ‘smile mockups’. This isn’t a new technology, as Smile Artistry™ has been creating smile mockups with our on-site Dental Laboratory since our first smile make-over more than 15 years ago. However, this step allows Smile Artistry™ to help give you a real visualisation of your final smile even before it happens. It also allows Smile Artistry™ to improve and perfect your bite setup, ensuring not only predictable aesthetics but good function.

“A smile mockup gives you an ability to visualise the final result even before it happens”

Secret Number Four: Keeping your Smile Beautiful

Once you have your amazing smile, it’s up to you to keep it beautiful with the help of your Dentist and Hygienist. It isn’t difficult, but does require care and regular visits to your Dentist. Your diet, brushing, flossing and use of mouth rinses are of most importance.

If you have high decay levels or many fillings you should use CariFree™ Mouthrinse as contains fluoride, an antibacterial agent, and an active pH Neutralising Agent.

“Once you have the smile you want, it’s up to you to keep it”

If you have Gum Disease, Periodontal Disease or Gum Recession we may recommend you to use a Chlorhexidine Mouthrinse such as Curasept™ which specifically targets the bad bacteria and works well in addition to good brushing and flossing.

Keeping your white smile means periodically boosting your whitening at home with short applications of your teeth whitening trays and gels. Smile Artistry™ provides personalised take home whitening trays complimentary with every Zoom™ Teeth Whitening procedure. The frequency of reboosting will depend on your diet but ranges from 3 to 12 monthly.

By applying these effective four secrets Smile Artistry™ can help you achieve the smile you have always desired.

A personalised Smile Artistry™ Smile Plan will detail how you can achieve this.

Finally, Your Smile Artistry™ Smile Plan

Putting it all together!

Your Smile Artistry™ Smile Plan will take into account the general health and wellbeing of your mouth and make recommendations on basic health, including decay and gum disease.

Your Smile Plan will then assess and detail suitable Cosmetic Dental Treatments that will suit you and your needs. Treatment costs and time-frames will be scheduled into urgent and short-term care, then a longer-term treatment program will be recommended.

A Smile Artistry™ Smile Plan is your chance to find out about different treatments to improve your smile and maintain a healthy mouth too!



Your Smile Artistry™ Smile Plan



Nine Principles of a ‘Perfect’ Smile:

- 1. Gum-line Display**
Symmetry
Up to 2mm of Gum display on smiling is acceptable
- 2. Smile-line Display**
Curvature follows lower lip on smiling
Increased curvature is more feminine
- 3. Symmetry of Teeth**
Most important for Upper two front teeth
Mirror Images of each other
Any variance usually catches the eye
- 4. Tooth Proportions - Golden Proportion**
Ideal Ratio of widths of front teeth to tooth behind
Golden Proportion is 1.6:1.0:0.6
- 5. Tooth and Gum Embrasures**
Triangular spaces at biting edge of gum area of teeth
Incisal Embrasures increase in size further back in the mouth
- 6. Tooth Colour**
Variable depending on ethnicity
AI-BI is natural white
Variances in tooth colour are also noticeable
- 7. Visible Fillings**
In particular old amalgam fillings that don’t look natural
- 8. Speech**
The Position and Length of Front Teeth positioning changes speech
Testing sounds like F,S,M,E assess correct positioning of teeth
- 9. Protection from Grinding**
Protection of front and back teeth from grinding by correct shape and position of the very strong canine teeth

