

ORTHODONTIC NEWS!

A release from the American Association of Orthodontists:

STRAIGHTER TEETH BOOST SELF-ESTEEM

ST. LOUIS - When braces change looks, they change outlooks, too.

Beautiful, healthy smiles are only the most obvious benefit of orthodontics. Another outcome increased self confidence-may be less evident. But orthodontics can be credited for dramatic improvements in the careers and personal relationships of millions of people in the United States and Canada, according to the American Association of Orthodontics (AAO).

Orthodontics patients come from all walks of life, and their personal stories are uniquely compelling. Today, many are grateful they don't get a second glance on the street-before orthodontic treatment, they drew stares.

Braces Can Improve Self-Esteem at Any Age

If patients begin treatment as children or adolescents, they may not have to endure years of embarrassment.

Hyper- Aesthetic Orthodontics:

Quoted from Clinical Impression/Ormco, CA. USA

Orthodontics: Beneficiary of a Culture Obsessed with Aesthetics

Whether we like it or not, we are the beneficiaries of a culture obsessed with aesthetics. If you have any doubts at all, simply take a look at the facts: In the United States, more money is spent on beauty than on education or social services. The cosmetic industry alone does over \$35 billion worth of business annually, with tons of makeup- 1,484 tubes of lipstick and 2,055 jars of skin care products- sold every minute. According to numbers provided by Datamonitor Cosmetic and Toiletries Database, over 1,700 new skin-care products were launched in 1996, all in the pursuit of beauty.

According to a report just released by the American Society of Plastic and Reconstructive Surgeons (ASPRS), over one million people had cosmetic surgery in 1998.

Shockingly, teens are a fast-growing segment, with nearly 25,000 cosmetic procedures performed on children age 18 or under. Since 1992, cosmetic surgery has risen a dramatic 153%, with over a 50% increase in just the last two years.

"Beauty is a greater recommendation than any letter of introduction."

A person's smile- not their clothing, hair or eyes- is what others notice first.

"Research has demonstrated that people who feel attractive tend to be more at ease socially... than people who feel unattractive."

Straight teeth are what make a beautiful smile.

In Our office, starting in May 2000, we will exclusively use state of the art super elastic Copper Ni-Ti wires. Copper Ni-Ti archwires could be thermally reactivated inside of oral cavity. This will allow the teeth to drift greater distances over an extended period of time. The benefits of extending treatment adjustment intervals are numerous for all involved in the process, especially patients and parents. These benefits include enhanced convenience and reduced pain for patients, and less cost for patients in traveling to and from the office and in taking time off work, etc. By the Fall, many of you will notice the longer interval's in between your appointment.