

## Mark Sowell, D.D.S., M.A.G.D. Aesthetic Dentistry Centre

While you can't turn back the clock when it comes to aging, you can delay its tell-tale signs when you invest in a smile makeover. Today's cosmetic dentistry procedures—porcelain veneers, laser whitening, gum contouring, bonding, and more—all contribute to a more refreshed, youthful appearance.

Dr. Mark Sowell, a top cosmetic dentist in Plano, specializes in smile makeovers. In a matter of days, he can transform your appearance with any combination of state-of-the-art cosmetic dentistry services, particularly using veneers and whitening. "In many cases, a smile makeover has a greater impact on one's appearance than a facelift," Dr. Sowell says. "When the teeth are a nice shape, aligned, and a bright shade of white, a 50 year old can look 40. And best of all, the change looks natural, whereas the results of some plastic surgeries can look really obvious." Dr. Sowell and his expert staff offer the following recommendations when selecting a cosmetic dentist.

Is the dentist an accredited member of the Academy of Cosmetic Dentistry? This means the dentist has demonstrated exception proficiency in the art and science of cosmetic dentistry. A Master of the Academy of General Dentistry means the dentist has extended his or her education into all specialties of dentistry.

Does the dentist have an on-site dental laboratory and ceramist? If so, you'll likely receive more personalized service as the ceramist can make adjustments as needed on the spot.

Does the dentist teach cosmetic dentistry at a "live" teaching program? If so, you can feel certain you are in the hands of an expert, as the highest level of learning cosmetic dental techniques is by hands-on teaching on actual patients.

Ask to see before and after photos of the dentist's work. Make sure you read testimonials and know these pictures are of actual patients.

Does the dentist regularly perform smile makeovers? Remember, there is no substitute for experience.

Does the dentist use diagnostics such as imaging, mock-ups, wax-ups, and prototype to determine what the patient wants? Just as important, does this take place before the final porcelain work begins? This assures you'll be happy with the final results.

Does the dentist use current technology such as the Biolase MD laser, laser cavity detectors, imaging, and intraoral photography? These technologies can contribute to excellent results.

Do you feel comfortable, have rapport, and feel like you get personal attention from the dentist and staff? Communication is important, as cosmetic dentistry is a very personal and customized field.

Does the dentist offer oral sedation? This service can make long appointments much more comfortable.

### *Excellence is a Never-Ending Pursuit*

Dr. Sowell is an Accredited Member of the American Academy of Cosmetic Dentistry for Excellence in the Art and Science of Cosmetic Dentistry. He is one of approximately 900 dentists in the U.S. to achieve the status of Master of the Academy of General Dentistry. He is one of only 30 general dentists in the world who has earned both these awards. With these two distinctions of excellence in both cosmetic and general dentistry, Dr. Sowell has prepared himself to serve his patients with the best in the art and science of dentistry. He has been awarded a Fellowship in the International Academy of Dental Facial Esthetics for his contributions to cosmetic dentistry and is a Fellow of the International Congress of Implantologists. Dr. Sowell lectures and writes about cosmetic dentistry and is a visiting faculty member of the Spear Institute where he mentors live patient courses. He has been active in the Dallas County Dental Society and has acted as director of continuing education, served on the scientific committee, acted as committee chairman for the Southwest Dental Conference, and represented Dallas in the House of Delegates for the Texas Dental Association.

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