



**Klausz Dental  
Laboratories Ltd.**

Working **harder and smarter** for your practice!

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## **An O.I.C. Specialty Laboratory** *Occlusion - Implants – Cosmetics*

# Digital Smile Design

## New from Klausz Dental Laboratories

### Recommended Instructions for Digital Smile Design Provided with an Example Case

**Dr. Name:** *Dr. John Smith*

**Patient Name:** *Amy*

**Case Details:** We will need to know what type of cosmetic or restorative option(s) you would like to have done, as well as which teeth to include i.e. Instant Ortho, Veneers, Crowns, Bridges, or Implants, Fix Chips and Cracks, Close Diastemas, Bleaching, Gingival Recontouring

*"6-8 unit upper veneers/crowns, shade A1*

*Amy will be having gingival surgery for esthetics/crown lengthening.*

*She has an anterior cross bite but will be going thro ortho - so ignore the cross bite.*

*Lighten posteriors and lower - to illustrate bleaching/whitening to blend with anterior restorations."*

#### **Photo Requirements:**

- Full natural smile taken straight on. The patient faces the camera directly.
- Please frame the patient's face from the top of the head to the bottom of the chin. You can turn your camera sideways (on end) to get a portrait shot.
- Have the patient give a great big smile. Have him/her say, "cheese". We are looking for a little space between the incisal edges of the upper and lower anterior teeth.
- We always **strongly** suggest that the dentist take the picture with the **FLASH ON**, because it causes HIGHLIGHTS on the teeth and removes shadows.
- Also, we **strongly** suggest that when the photo is taken, that the patient **NOT** be in the chair. Shooting down at the patient just makes for a poor photo, every time.
- The patient should be allowed to prepare for the photo - i.e. hair, lipstick, makeup etc.
- Dentists should take the PORTRAIT SHOT first....Patients will always smile nicely for a portrait. THEN the dentist can take the CLOSEUP, and ask the patient to display the same/similar smile. This step avoids an unusual lip-flared, type smile that patients will often display for a close-up.
- The pictures can be sent to the lab via e-mail to [klauszdl@uniserve.com](mailto:klauszdl@uniserve.com) or downloaded to disk/memory stick and sent to the lab

## Approval Image

We often email approval images before we complete the imaging. It displays an outline of the proposed smile design. Sometimes it's good to get a head's up on a case and it puts the dentist in control of a design. Everybody likes them. Then we wait for instructions to be emailed back to us, before we proceed.

*In Amy's case we were told to make the centrals 1/2 to 1 mm shorter than the Approval Image outline, and then balance the rest to suit.*



**Below shows the basic steps of Cosmetic Dental Imaging in snapshot view.**

1. **"Before"** images of the patient.

- the dentist emails us 1 or 2 photos that include a before close-up or portrait or both
- we also need a detail of the Treatment Plan - i.e. restoration types and total treatment plan
- Image details - we need high-resolution images displaying a full and natural smile - taken straight on

2. We email back an **Approval Image** that shows an outline of the intended contours.

- We wait for an emailed response from the dentist - either an approval of the imaging or suggested tweaks

3. We complete the Imaging and email it back in high-resolution jpg's AND a PDF for quality printing on an ink-jet.

### Fees...

- A close-up patient presentation for only = **\$95**
- A close-up presentation AND a portrait (with close-up presentation) for only = **\$135**
- A morphing (animation) simulation for only = **\$39**

The completed Imaging can be printed with an inkjet printer or taken to a photo kiosk for predictable, high-quality results.

Prices to print an 8"X10" are only \$2.99 (at Walmart/Costco/any Mall).

### Note...

Completed imaging is **8"x 10"**, **high-resolution** for printing purposes.

Most imaging cases are completed within 3 to 4 days. This is dependent on timely communication back to us re: the Approval Image.

Imaging can be personalized to the Dentist and Patient...or not (if preferred).

Imaging also contains a patient-friendly text [disclaimer](#), for patient education, a wise addition for any dental practice.

# The Three Steps of Cosmetic Dental Imaging

## Before images / Approval Image / Completed Imaging

1.



The "before" photos of the patient

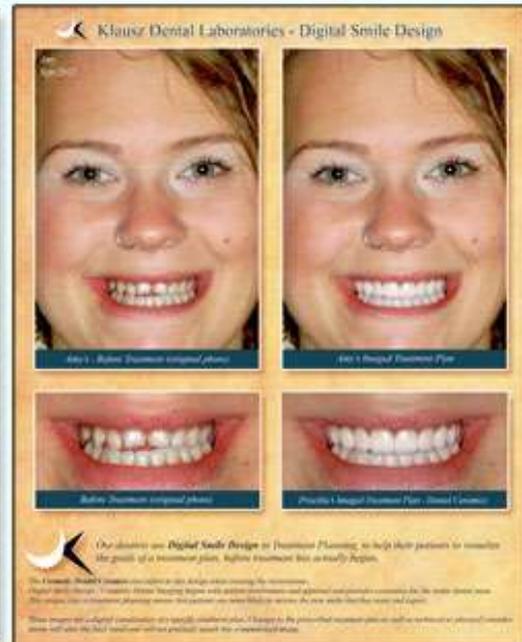
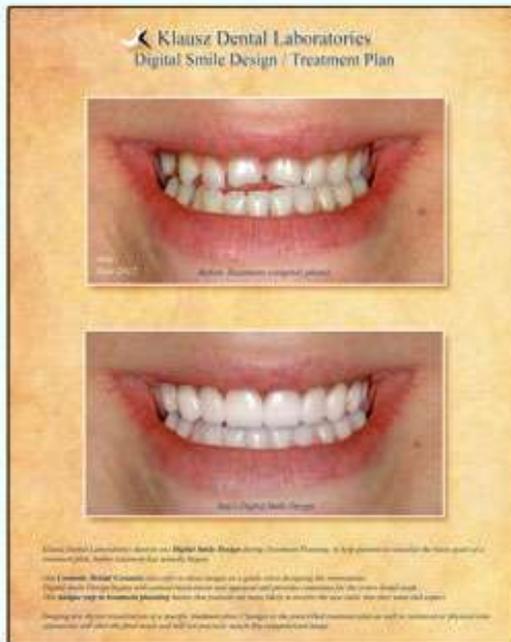


2.



The "APPROVAL" Image

3.



The Completed Cosmetic Dental Imaging / Digital Smile Design

Always looking for ways to improve the quality of our work is just another way we are working harder and smarter for your practice!