

VIDEO	AUDIO
<p>Main Title: Opening Graphic BONDING</p> <p>Smiling people</p> <p>Smiling baby</p> <p>Chipped, cracked, bad teeth</p>	<p>Music Up:</p> <p>Open Voice Over 1 (:15 sec)</p> <p>Do you know what the most basic form of human communication is? A smile! Even as babies, one of the first ways we say “hello” is with a happy smile. But the years can take a toll on our teeth, resulting in stains chips and cracks. One way that your dentist can help you regain a perfect smile is through bonding</p>
<p>WS Dentist and patient in chair</p> <p>CU single tooth Resin applied</p> <p>Tooth form restored</p> <p>Completed Bonding</p>	<p>Voice Over 2 (:20 sec)</p> <p>Dental bonding is a technique where the dentist applies a liquid resin to repair damaged or discolored teeth and restores your smile. The dentist uses a special tooth-colored material called a composite much as a sculptor uses clay. The material is shaped, molded and “bonded” to the tooth. The result is a strong, very natural restoration, which can be very effective in many cases.</p>
<p>Series of shots/animations showing bonding procedure</p> <p>Show Bullet point of uses</p>	<p>Voice Over 3 (:20 Sec)</p> <p>Bonding is a simple, painless, and relatively inexpensive restorative procedure. Bonding can be used for:</p> <ul style="list-style-type: none"> • Reshaping teeth that are too small • Correcting unevenly shaped teeth • Repairing chipped or cracked teeth • Restoring luster and whiteness to stained teeth that have not responded to other whitening methods. • Straightening misaligned teeth, closing gaps and improving your smile • Replacing old metal amalgam fillings.
<p>Tooth Structure/Enamel</p> <p>Crowns Veneers</p> <p>Bonding be used to repair decay</p> <p>Bonding procedure</p>	<p>Voice Over 4 (:15 sec)</p> <p>Of all cosmetic procedures bonding preserves most of the tooth’s original enamel. Unlike more complex cosmetic procedures such as crowns or veneers, bonding usually does not require anesthesia and can usually be done in a single office visit.</p>

<p>WS Dentist discussing bonding with patient</p> <p>Color matching</p> <p>Prep tooth for bonding</p> <p>Liquid conditioner applied</p> <p>Working with resin Apply resin Shape and mold</p> <p>Light Cure</p> <p>Finishing steps</p>	<p>Voice Over 5 (: 40 Sec) Dental bonding usually requires little or no advanced preparation.</p> <p>First your dentist will use a shade guide to find the color of the composite material that best matches your natural teeth. Next, the dentist will “rough up” the surface of your tooth, and a conditioning material will be applied – this will help the bonding resin adhere better to your tooth.</p> <p>The dentist will then take the perfectly color-matched clay-like resin - apply it to the tooth, and mold and shape it as desired. The bond is then “cured” or hardened using an ultraviolet light. Once it has hardened sufficiently the dentist will use a handpiece to further shape, trim, and finally polish it to match the luster of your other teeth. The entire process should take less than an hour to complete.</p>
<p>Finishing off bonding</p> <p>Nice smile post bonding</p> <p>Patient leaving – happy- smiling</p>	<p>Voice Over 6 (:25 sec) Dental bonding is an excellent way to repair cosmetic and structural issues with your teeth, when more substantial restorations are not needed. For many patients bonding is a quick, affordable and relatively painless way to achieve an improved and long-lasting smile</p>
<p>Contact Info</p>	<p>Voice Over Close (CTA) Please contact your dental professional today, to see if a bonding is right for you.</p>

VIDEO	AUDIO
<p>Main Title: Opening Graphic What are Crowns</p> <p>Crowd Shot Happy Smiling Faces</p> <p>Smiling Couple Dinner Date Shaking hands getting a raise/job Confident smile in mirror</p>	<p>Music Up: Open Voice Over 1 (:15 sec)</p> <p>Research has shown that over 95% of people say the first thing they notice on a person is their smile. Confident smiles have been known to attract a mate, advance a career, and just make you feel better about yourself. One way that your dentist can help you gain a winning smile is with the use of Crowns.</p>

Dentist applying crowns	
<p>3D Image Animation of Crown</p> <p>Graphic/Illustrations: Examples of each of these tooth conditions</p> <p>Crown Tooth Braking</p> <p>Animation illustrative of bacteria entering pulp/roots</p> <p>Animation of a tooth extraction</p> <p>Animation of shifting teeth</p>	<p>Voice Over 2 (:25 sec)</p> <p>Crowns are a very effective, common restorative dental procedure. A crown is recommended when a tooth is broken, has a large old filling in need of replacement, or is severely damaged by decay.</p> <p>Crowns strengthen and protect the remaining tooth structure. Without proper treatment the tooth could crack. Also, because of the damaged surface of the tooth, without a crown, bacteria could enter the pulp of the tooth. Either circumstance will cause pain, and could lead to an extraction or require a root canal to save that tooth. An extraction can lead to further complications, as often surrounding teeth will shift out of place without proper support, once a tooth is removed.</p>
<p>Animation illustrates how crown “caps” over a tooth</p> <p>Shaping surface of crown</p>	<p>Voice Over 3 (:15 Sec)</p> <p>You may have heard of dental crowns referred to as a “Caps”. While Crown is the more technically correct term, “cap” is an accurate description of the restoration - because a crown covers over or “caps” a tooth, effectively becoming the new surface of that tooth.</p>
<p>CU interior mouth – animation showing how crown is used to restore damaged tooth</p> <p>3D CGI Model of Crown showing how they used to be porcelain over metal, but now are most often all porcelain.</p> <p>Shaping crown Again animation that shows crowned tooth is indistinguishable from “real”</p>	<p>Voice Over 4 (:20 sec)</p> <p>Today most crowns are made from completely metal-free porcelain materials. This is for the ultimate in fit, comfort, and a naturally pleasing look.</p> <p>Using a Crown a dentist has the opportunity to reshape and restore the original contours and surface of your tooth, making your crowned tooth indistinguishable from its neighbors - but significantly stronger.</p>
	<p>Voice Over 5 (: 40 Sec)</p>

<p>MS Dentist and patient CU Mouth working on tooth</p> <p>Images or video:</p> <p>Taking impression</p> <p>Creating Plaster Model</p> <p>Technician working with model</p> <p>Creating Crown and showing how it is first fitted on model</p> <p>Removing Temporary</p> <p>Fitting Actual Crown</p>	<p>Fitting a crown usually requires at least two visits to the dentist. In the first visit, your dentist will remove all of the decay and prepare and shape the tooth to receive the crown.</p> <p>Then he will take a meticulously accurate impression of your mouth. After the impression, the dentist will then fit the tooth with a temporary crown, which is usually made of plastic.</p> <p>Prior to your second visit, the impression is used to make a precise plaster model of your teeth, Down to the most minute detail. With the model in hand a dental technician is able to visualize and examine every aspect of your jaw and bite from every angle. In this way the technician can sculpt your crown to your unique anatomy in exacting detail.</p> <p>In your subsequent visit your dentist will remove the temporary crown - fit, adjust, and then cement the final crown into place.</p>
<p>Animation: Shows how crown “shields” germs bacteria from getting into gums</p> <p>Perfect Smile</p> <p>Color Matching Technique</p> <p>Shaping surface of crown</p> <p>B-Roll beautiful people, with beautiful smiles</p>	<p>Voice Over 6 (:25 sec)</p> <p>A crown protects your tooth from further damage, and prevents bacteria, plaque, and germs from entering into the gums. Crowns not only are critical to good oral health, they will improve your smile.</p> <p>A crown becomes the visible surface of your tooth above the gumline, and it is perfectly matched in color to the rest of your teeth, with a flawlessly formed yet natural looking surface.</p> <p>You know that winning “celebrity smile” that is often referred to as “capped teeth”? Well, it got its name because of the use of crowns!</p>
<p>Contact Info</p>	<p>Voice Over Close (CTA)</p> <p>Please contact your dental professional today, to see if a crown can put a smile on your face.</p>

VIDEO Recommendations	AUDIO
Main Title: Opening Graphic INLAYS	Music Up:

<p>Animation/images of Traditional amalgam filings</p> <p>WS Dentist working on an inlay case</p> <p>Still image inlay compared to filling</p>	<p>Open Voice Over 1 (:15 sec)</p> <p>You are no doubt familiar with dental fillings. You probably have had one or two cavities filled with the typical unsightly metal amalgam. But did you know that your dentist has a better way to fill cavities that not only removes decay and preserves your tooth – but gives you a healthier more natural looking smile? The procedure is called an inlay.</p>
<p>Traditional filling procedure</p> <p>Animation of creation of an inlay</p> <p>Animation shows how inlay fit perfectly into tooth</p>	<p>Voice Over 2 (:40 sec)</p> <p>Traditional fillings are called direct fillings, because the dentist uses a soft material, usually metal amalgam, to “fill” the space in your tooth once decay has been removed. The soft material then hardens.</p> <p>An inlay on the other hand is called an indirect filling – because instead of placing a soft material directly into the tooth to harden – the inlay is made outside of the mouth, in a lab to the dentists specifications.</p> <p>The inlay is shaped to fit perfectly into the space left in the tooth once decay or an old filling has been removed. An inlay is much stronger than direct amalgam fillings, and will last much longer. Inlays are usually made of porcelain materials that can be perfectly color-matched to your teeth, eliminating the discoloration associated with traditional metal fillings.</p>
<p>Surface of teeth</p> <p>Tooth with inlay biting into something hard, apple, corn-on-cob, etc</p>	<p>Voice Over 3 (:15 Sec)</p> <p>An inlay is used to repair or restore the biting surface of a tooth. Inlays are not only more durable than fillings; they actually preserve more of the original tooth. Once put in place an inlay prevents further decay and actually can improve the strength of the tooth as much as 75%.</p>
<p>WS dentist and patient</p> <p>Removing fillings, prepping tooth as described</p>	<p>Voice Over 5 (: 30 Sec)</p> <p>Creating and applying an inlay is usually a two-visit procedure. In the first visit the dentist will remove any decay, old fillings, and otherwise prepare the tooth to receive the inlay. Then, a detailed mold of the tooth</p>

Impression taken	and neighboring teeth is made. A temporary filling is placed in the tooth, while the impression is sent to a dental lab.
Making inlay from mold	The lab will make the inlay and send it back to your dentist. During your second visit the dentist will place the inlay into the tooth, and mold and shape it to ensure proper fit and comfort.
Dentist placing of inlay in tooth	
Final fit and adjustments	
Inlays looking great	
Perfect smiles	Voice Over 6 (:20 sec) Inlays do not expand or contract in response to hot or cold foods, and cause teeth to weaken and maybe crack, as do traditional fillings. Inlays are esthetically pleasing, strong dental restorations. The result of an inlay is a well-sealed tooth with a barrier to germs that should keep it free from decay and preserve your smile for years to come.
Contact Info	Voice Over Close (CTA) Please contact your dental professional today, to see if an inlay can help restore your smile.

VIDEO Recommendations	AUDIO
Main Title: Opening Graphic Oral Hygiene: <ul style="list-style-type: none"> • Brushing • Flossing • Tongue Cleaning Person with hand over mouth Brushing, flossing etc. Beautiful smile Dentist with patient	Music Up: Open Voice Over 1 (:15 sec) Are you afraid to show your smile in public? Did you know that good oral hygiene – regular brushing, flossing, and cleaning your tongue – does more than enhance your smile and give you confidence? It can prevent disease, improve your health, and make your trips to the dentist a lot more pleasant!
Title Graphic: Brushing Healthy Gums and teeth Person Brushing	Voice Over 2 (:40 sec) Good oral hygiene means maintaining healthy gums, eliminating bad breath, and keeping your teeth free from plaque.

<p>Teeth brushing continues:</p> <p>Kids with Mom Brushing</p> <p>Brushing showing removal of plaque and food particles</p> <p>3D image of tooth brush Brush enters mouth and begins to brush Brushing at gumline</p> <p>Brushing animation continues</p> <p>Show fluoride toothpaste: possibly generic illustration</p>	<p>Brushing your teeth is the number one way to stop painful dental problems before they occur.</p> <p>Your mother was right when she told you to brush after every meal. While this is not always possible, you must brush at least twice a day to remove plaque and food particles that have built up.</p> <p>How you brush is just as important as when you brush. Use a good soft bristled toothbrush so you do not damage or irritate your gums. Be sure to brush at the gumline, as this is where gingivitis, or gum disease starts. Brush for a good few minutes to remove as much plaque as possible from the surface of your teeth. Use fluoridated toothpaste as fluoride has been proven to strengthen the enamel of teeth.</p>
<p>Title Graphic Flossing Person flossing</p> <p>Animation of flossing</p> <p>Example images illustrating flossing techniques</p>	<p>Voice Over 3 (:40 Sec)</p> <p>Brushing is only part of the picture. Almost as important as brushing is to floss your teeth regularly. Floss can get to food and bacteria that your brush cannot reach. Flossing also massages and exercises the gum tissue, which, helps prevent swelling and bleeding.</p> <p>Here are a few simple techniques for flossing:</p> <ul style="list-style-type: none"> • Start with about 18 inches of floss, wound mostly around each middle finger, leaving about an inch or two to work with. • Holding the floss tautly between your thumb and index fingers, slide it gently up-and-down between your teeth • Curve the floss around the base of each tooth, making sure you go beneath the gumline. • Unwind and use clean sections of floss as you go from one tooth to another.
<p>Title Graphic Tongue Cleaning</p> <p>Perspective zoom into mouth – showing tongue Bacteria growth on tongue</p> <p>Show toothbrush brushing tongue</p>	<p>Voice Over 4 (:20 sec)</p> <p>Many people overlook just how important it is to clean your tongue. The tongue is a haven for mouth bacteria, and cleaning your tongue is especially important if you have been experiencing an issue with bad breath. Gently scraping the surface of the tongue can remove</p>

	<p>much of the bacteria associated with mouth odor You can use your toothbrush to do this, an inverted teaspoon, or you can purchase a “tongue scraper” specifically designed to do the job.</p>
<p>Title Graphic Other Tips</p> <p>Image recommendations: Images brushing, flossing tongue cleaning Mouthwash – Image of sugary snacks and sweets “NO” circle slash animates over them Graphic of “Sugarless Gum” pack – person chewing gum</p>	<p>Voice Over 5 (:20 sec) In addition to brushing, flossing and regular tongue cleaning to help maintain good oral hygiene, dentists also recommend rinsing with a fluoridated mouthwash, watching what you eat of course – and chewing sugar-free gum after meals when you can’t brush.</p> <p>That’s right, an ingredient in some brands of sugar-free gum, Xylitol, has actually been shown to reduce the accumulation of bacteria that can lead to tooth decay and other mouth related diseases.</p> <p>And of course, to maintain good oral hygiene, clean breath, and a healthy smile, see your dentist at least twice a year.</p>
<p>Closing image</p>	<p>Voice Over Close (CTA) Please contact your dental professional and begin to plan a daily regimen of good oral hygiene today – your teeth will thank you tomorrow.</p>

VIDEO	AUDIO
<p>Main Title: Opening Graphic Oral Hygiene:</p> <ul style="list-style-type: none"> • X-Rays <p>Beauty Shot Smile</p> <p>Taking Dental X-rays</p> <p>Dentist looking at X-rays</p>	<p>Music Up:</p> <p>Open Voice Over 1 (:15 sec) We all know how important a beautiful smile is on the outside.</p> <p>But, to ensure that striking smile, your dentist is concerned about what’s on the <i>inside</i>. And getting at the root of any dental issues requires the use of X-rays.</p>
<p>CU Dental X-rays</p>	<p>Voice Over 2 (:30 sec) Dental X-rays are detailed pictures of the teeth, bone,</p>

<p>X-rays that show conditions as they are described</p> <p>Dentist and patient consult</p> <p>Taking X-rays</p>	<p>and soft tissue surrounding them and are taken to reveal potential or current problems with the teeth and mouth.</p> <p>Dental X-rays can show cavities, bone loss, hidden structures such as teeth that have not broken the surface, and other conditions not visible to the naked eye.</p> <p>Your dentist will use X-rays upon a first visit to evaluate your mouth and to develop a treatment plan. A dentist may also use X-rays as a follow up to certain restorative dental procedures.</p>
<p>Dentist speaking with Female patient</p>	<p>Voice Over 3 (:10 Sec)</p> <p>Dental X-rays are very safe, and use very little radiation. Still you must tell your dentist if you are pregnant or may be pregnant, as even the small amount of radiation emitted by dental X-rays can be harmful to a developing fetus. There is no special preparation you need to do prior to taking dental x-rays.</p>
<p>Title Graphic: Types of X-rays</p> <p>Images of Periapical X-rays</p> <p>Images of Bitewing X-rays</p> <p>Images of Panoramic X-rays</p> <p>Images of Occlusal X-rays</p>	<p>Voice Over 4 (:30 sec)</p> <p>There are several types of dental X-rays.</p> <ul style="list-style-type: none"> • Periapical X-rays are very detailed. Periapical X-rays show the entire tooth from the exposed crown and cusp to the root and bone. Periapical X-rays are used to find problems below the gums, such as impacted teeth and bone loss indicative of certain dental diseases. • Bitewing X-rays show the upper and lower teeth and how your bite fits together. Bitewing X-rays are done by a dental technician and you will be asked to “bite down” on a piece of cardboard holding the film. Bitewing X-rays will show cavities and decay between teeth. • Panoramic X-rays use a special machine that rotates 360 degrees around your head, and shows a broad view of the entire mouth, including the sinuses, nasal areas, and jaw-bone. Panoramic X-rays usually will not reveal cavities, but are used to look for signs of disease such as tumors, and find impacted teeth, fractures, or infections. • Occlusal X-rays include views of the upper or

<p>Digital X-rays being taken</p> <p>Digital X-rays on computer</p>	<p>lower palate and are used to check for extra teeth, cleft palates, cysts, or other foreign objects.</p> <p>Today many dental offices are using Digital X-rays which use less radiation than traditional film X-rays and transfer the images of your teeth and mouth directly to a computer.</p>
<p>General Shot</p>	<p>Voice Over 5 (:20 sec)</p> <p>How often you need to have dental X-rays varies from patient to patient and the condition of your mouth. For some people that means X-rays every six months, but for most people X-rays can be taken once every two years or more.</p>
<p>Dentist and patient</p> <p>Dentist looking at X-rays</p> <p>Beauty smile shots</p>	<p>Voice Over 6 (:20 sec)</p> <p>Getting a good look on the inside is the best way to keep your teeth healthy on the outside. Dental X-rays are an important part of your overall treatment plan and good oral health.</p>
<p>Contact Info</p>	<p>Voice Over Close (CTA)</p> <p>Please contact your dental professional today for an appointment to get a set of dental X-rays and set up a treatment plan.</p>

VIDEO	AUDIO
<p>Main Title: Opening Graphic Bridges</p> <p>Happy smiling man, woman</p> <p>Dentist working on teeth</p> <p>3D -Animation of a bridge</p>	<p>Music Up:</p> <p>Open Voice Over 1 (:15 sec)</p> <p>Your dentist has many restorative dental techniques to create and maintain a gorgeous, healthy smile. One such method is a bridge.</p>
<p>Animation of bridge falling into place</p>	<p>Voice Over 2 (:25 sec)</p> <p>A dental bridge is a cosmetic dental procedure that is used to replace one or more missing teeth with a</p>

<p>Detailed animation of formation of a bridge as described</p> <p>Animation of a cantilever bridge</p> <p>Animation of bridge going into place- initially pontic is darkened and becomes color matched to existing teeth.</p>	<p>prosthetic or “false” tooth. The false tooth, which is also called a pontic, is fixed between two porcelain crowns, which fit over the real teeth on either side of the gap – thus forming a “bridge.”</p> <p>When there is only a single tooth available to anchor the bridge, usually with a front tooth, the dentist will use what is called a cantilever bridge.</p> <p>The pontic is perfectly color matched to your natural teeth, creating a very esthetic and natural looking restoration. A bridge is virtually indistinguishable from the teeth around it.</p>
<p>Insert bridge/ mouth working</p> <p>People enjoying a meal</p> <p>Person brushing and or flossing</p>	<p>Voice Over 3 (:20 Sec) Bridges can reduce the risk of gum disease, enhance your smile, correct bite problems, and even improve speech.</p> <p>Once you have become accustomed to the fit and feel of the bridge you will be able to eat all the foods you love - even easier than you would with missing teeth.</p> <p>When cared for properly by using the techniques of good oral hygiene, a bridge should last for 10 years or more.</p>
<p>Show tooth extracted and surrounding teeth moving out of position</p> <p>Show decay form</p> <p>Bridge goes in place</p>	<p>Voice Over 4 (:20 sec) Bridges are used to correct spaces left by extractions. It is never a good idea to leave such spaces opened. Gaps in teeth can cause other teeth to shift out of position, and leave other teeth more susceptible to disease and decay.</p> <p>Bridges are a “fixed” restoration, meaning that they are permanent and cannot be removed, as would a partial denture.</p>
<p>WS Dentist and patient</p> <p>Animation preparing teeth to receive bridge</p>	<p>Voice Over 5 (: 40 Sec) Creating your bridge will require two dental visits. During the first visit, after administering anesthetic, the dentist will prepare the surrounding teeth to receive the crowns that will hold the bridge in place.</p>

<p>Taking impression</p> <p>Animation of creating bridge from model</p> <p>Animation of temporary bridge</p> <p>Animation of final fitting cementing procedure</p>	<p>Then, a precise impression of your teeth is taken, which will serve to create a model from which the dental laboratory will make the crowns and false tooth or “pontic” of the bridge.</p> <p>You will be fitted with a temporary bridge that will protect your teeth and gums until your bridge is ready for final fitting at the next visit.</p> <p>At your final appointment the temporary will be removed, and the permanent bridge will be fitted, adjusted, and cemented in place.</p>
<p>Dentist and patient</p> <p>Great smiles</p> <p>Happy smiling patient</p>	<p>Voice Over 6 (:15 sec)</p> <p>Cosmetic dentistry procedures such as bridges are great ways to preserve your smile and enhance your oral health. Studies have shown that good oral health leads to an overall improvement in wellness - so once you are looking good, and feeling better – who knows what you will be able to accomplish!</p>
<p>Contact Info</p>	<p>Voice Over Close (CTA)</p> <p>Please contact your dental professional today, to see if a bridge is the right restoration for you.</p>

VIDEO	AUDIO
<p>Main Title: Opening Graphic Tooth Whitening</p> <p>White teeth</p> <p>Pan of various products or smiles</p>	<p>Music Up:</p> <p>Open Voice Over 1 (:15 sec)</p> <p>You have all seen the ads, brilliant, sparkling, dazzling white teeth.</p> <p>But with numerous tooth whitening products on the market, how do you know which will really work?</p>

Dentist and patient	The answer is simple – ask your dentist.
<p>Dentist and patient</p> <p>Before after tooth whitening images</p> <p>Dentist performing tooth whitening</p> <p>Animation showing progression of yellow to white</p>	<p>Voice Over 2 (:25 sec)</p> <p>Only a dental professional can evaluate your teeth and develop the most comprehensive and effective tooth-whitening program for you. Successful dental tooth whitening may include office visits, home whitening kits – or any combination thereof.</p> <p>Your dentist can develop a tooth-whitening program to fit almost any budget or lifestyle. Just about everyone who chooses to see a dental professional about cosmetic tooth whitening will achieve a substantially brighter and whiter smile. However, understand that even the most effective professional; whitening procedure – is not permanent, and will require touch-ups from time to time.</p>
<p>Graphic Animation of Text on Screen</p> <p><i>Teeth Whitening?</i></p> <p><i>Teeth Bleaching?</i></p> <p>Bleaching Technique</p> <p>Very White Teeth</p> <p>Hydrogen Peroxide</p> <p>Brushing with a “whitening” toothpaste</p>	<p>Voice Over 3 (:30 Sec)</p> <p>Lets define some terms. You probably have heard of both teeth “whitening” and teeth “bleaching”.</p> <p>Teeth bleaching technically refers to any process that takes teeth beyond the whiteness of natural color. According to the FDA, the term can only be applied to products that actually contain bleach, such as hydrogen peroxide.</p> <p>“Whitening” on the other hand, technically can refer to any process that removes surface dirt and debris from teeth and makes them “whiter.” By its truest definition, even ordinary toothpaste is a “whitener”.</p>
<p>Kid with perfect white smile</p> <p>Animation of enamel as a “shield” over teeth</p> <p>Animation of enamel wearing away, which makes teeth more transparent allowing underlying dentin to show through</p> <p>Yellow, dingy teeth</p>	<p>Voice Over 4 (:20 sec)</p> <p>Most of us start out with a set of perfectly sparkling white teeth. The enamel that covers teeth is what gives them their original white luster. Tooth enamel is there to protect teeth from the ravages of chewing and the effects of sugars and acids.</p> <p>Over time, enamel wears down, and allows more of the core material of teeth called dentin, to show through. Dentin is yellow in color, and this, along with dirt and debris that settle into the cracks left by worn enamel, is what gives teeth a more yellow and dingy appearance.</p>

<p>Show causation activities and then teeth getting whitened: Dental Bleaching</p> <p>Animation indicating the formation of intrinsic stains</p> <p>Animation showing dental bleaching is effective on intrinsic stains</p>	<p>Voice Over 5 (:30 sec) Teeth develop two types of stains: Extrinsic and Intrinsic.</p> <p>Extrinsic stains are those caused by tobacco use, normal wear and tear, and/or exposure to dark foods and beverages like teas and coffee. Minor extrinsic stains can be removed through routine brushing. Deep extrinsic stains are most responsive to professional whitening and bleaching techniques.</p> <p>Intrinsic stains form on the interior of teeth, and are caused by trauma, or exposure to certain minerals. It was once believed that bleaching could not be effective on intrinsic stains. However professional grade products used by cosmetic dentists have been shown to whiten intrinsic stains as well.</p>
<p>Dentist and patient</p> <p>In-office bleaching procedure</p> <p>In-office bleaching procedure</p> <p>In-home gel kit and gel tray</p> <p>Split screen comparison in-home pro kit to over counter kit – no brand names shown</p>	<p>Voice Over 6 (: 40 Sec) Your dentist will use one or more methods to whiten your teeth. In-office whitening can achieve dramatic results over a short period of time. The dentist or dental technician will carefully use a highly concentrated bleaching gel that is applied to the teeth at 15-minute intervals, usually for a period of one-hour.</p> <p>The dentist may then ask you to follow up with an in-home professional gel kit. Particularly stubborn or deep stains may require subsequent in-office treatments.</p> <p>If immediate results are not what you are looking for many dentists recommend the professional in-home gel kits alone – for achieving effective whitening over a long period of time.</p> <p>Unlike over the counter bleaching kits or products, these kits use professional grade bleaching gels. They also use bleaching trays that are custom fit to the patient’s mouth, making them far more effective.</p>
<p>Super bright, white teeth</p>	<p>Voice Over 7 (:15 sec)</p>

	Who doesn't want whiter, more attractive teeth?
Contact Info	Voice Over Close (CTA) Please contact your dental professional today, to develop the correct tooth-whitening program for you.

VIDEO	AUDIO
<p>Main Title: Opening Graphic What are Veneers?</p> <p>Montage of images of these various dental problems</p> <p>Images of various cosmetic techniques</p> <p>Veneers</p>	<p>Music Up:</p> <p>Open Voice Over 1 (:15 sec)</p> <p>Stains, chips, cracks – over the years our smiles can take quite a beating. Fortunately, today's dental professionals have a variety of methods available to make up for years of abuse, and restore an elegant smile. One such technique is the use of porcelain veneers.</p>
<p>Animation illustrating veneers</p> <p>Beautiful Smile</p> <p>Animations illustrative of each bullet point</p> <p>Show unsightly filling</p> <p>Split screen veneers as opposed to braces</p>	<p>Voice Over 2 (:25 sec)</p> <p>Veneers, also known as dental laminates, can be used to correct a variety of dental problems and can be part of a total smile makeover. Veneers can benefit your teeth by:</p> <ul style="list-style-type: none"> • Reshaping teeth that are too small • Correcting unevenly shaped teeth • Repairing chipped or cracked teeth • Restoring luster and whiteness to stained teeth that have not responded to other whitening methods. • Straightening misaligned teeth and improving your smile <p>Veneers are also a great way to cover up the discoloration of old amalgam fillings, and can close spaces in teeth that traditionally required more extensive orthodontic procedures such as braces.</p>
<p>3D Animation, rotating veneer showing how then they are</p>	<p>Voice Over 3 (:20 Sec)</p> <p>Veneers are made from ultra-thin, completely non-metal materials. They have the same properties as the surface enamel of your real teeth.</p>

<p>Veneers followed by gorgeous smiles.</p>	<p>Veneers, therefore give a restored tooth a very real and natural luster. Veneers will not stain or discolor like natural teeth can. Veneers are very strong and will last a longtime; yet they are flexible and will expand and contract with the tooth they are bonded to, preventing cracks and tooth loss.</p>
<p>Dentist and patient</p> <p>Injection of anesthesia Image or video</p> <p>Animation preparing tooth Animation showing how tooth is “shaved down” same size as the veneer so no bulk is added</p> <p>Taking impression</p> <p>Making/working with model</p> <p>Procedure of placing temporary veneers</p> <p>Procedure of placing final veneers</p>	<p>Voice Over 4 (:40 sec)</p> <p>Like many restorative dental procedures dental laminates usually require two visits. During the first visit the dentist will prepare the tooth or teeth to accept the veneers. An anesthetic is usually required, as the dentist needs to reduce the surface of the tooth so that the veneered tooth will be no thicker than the original, which could throw off your bite.</p> <p>Then, detailed dental impressions are taken, and sent to a dental laboratory where a model will be made. A dental technician will use the model to create the veneers.</p> <p>Until they are returned in about 7-10 days, the dentist will place temporary veneers over your teeth. Temporary veneers are bonded in place using temporary cement. Temporary veneers are made from an acrylic material so they look natural, but they will not have the whiteness and luster of your permanent veneers.</p> <p>Upon your second visit, If satisfied with the fit, the dentist will apply a light-sensitive material to the back of the veneer, and bond it to your tooth using an ultra-violet light.</p>
<p>Lumineers logo/ brand name</p> <p>Footage animation of specific Lumineers veneers, that indicates their unique thinness and luster</p> <p>Comparison of how a traditional</p>	<p>Voice Over 5 (: 20 Sec)</p> <p>Many dentists offer a particular type of veneers called Lumineers. Lumineers is the brand name of a specific porcelain veneer made by the Den-Mat Corporation. Lumineers use a unique porcelain called Cerinate. This special porcelain allows Lumineers to be made as thin as contact lenses. In most cases, because Lumineers are so ultra-thin they can be placed on the tooth without adding any bulk to it. Therefore, a dental laminate procedure using Lumineers may not require</p>

veneers would make tooth thicker if it was not ground down first, but that Lumineers will not	any drilling or anesthesia.
Beautiful smiles	Voice Over 6 (:20 sec) Whatever type of veneer you choose, dental laminates have many advantages. All laminates use materials that combine the translucency of natural tooth enamel, with the strength of dental bonding, and the stain resistance of ceramic, making them a very popular dental restoration.
Contact Info	Voice Over Close (CTA) Please contact your dental professional today, to see if you are a candidate for Veneers or Lumineers

VIDEO	AUDIO
Main Title: Opening Graphic SEDATION DENTISTRY Images of these scary things Shot of scared patient	Music Up: Creepy/Halloween-ish Open Voice Over 1 (:15 sec) Studies have shown that for a lot of people, a trip to the dentist is a fearful experience.
Dentist working on patient Various shots of Bad teeth, dental problems	Voice Over 2 (:15 sec) The truth is, the majority of regular dental procedures are not painful. Despite this reality, there are still those who simply refuse to see the dentist out of fear. This can lead to years of neglect, and serious dental problems. But it doesn't have to be that way, thanks to sedation dentistry.
Patient relaxed, comfortable in chair Sedation methods Dentist working on patient Patient cooperative, seeming very relaxed	Voice Over 3 (:25 Sec) Sedation Dentistry is a way to provide the patient with "dental phobia" a relaxed, anxiety-free experience through the use of sedatives. The drugs can be administered a number of ways. There is the traditional inhalation of nitrous oxide, or so-called laughing gas. Or the dentist could administer the sedating drugs via an IV. And for a totally "needle" free" experience, many practitioners today use oral sedation, where the patient simply takes a pill. Whichever method is used, sedation dentistry is a safe

	and ideal way to quell patients' fears. Most patients do not even remember the visit at all, feeling that they "slept through it"
<p>Face of patient awake, responsive but fear free</p> <p>Administering local injection in mouth</p> <p>Friend helping patient out of chair, out to car, out of office etc</p>	<p>Voice Over 4 (:20 sec) However, in sedation dentistry you are not actually asleep, just in a highly relaxed, but conscious state - so you can respond to the dentist as needed.</p> <p>There is a difference between anesthesia and sedation. During sedation dentistry you will likely still require the use of a local anesthetic, but in this case, that injection will be given only after you are already in a very relaxed state, so you probably won't even notice it!</p> <p>When undergoing sedation dentistry, it is important that a responsible person accompany you to the visit to see you home safely, as it takes time for the effect of the sedatives to wear off.</p>
Dentist working	<p>Voice Over 5 (:25 sec) Sedation dentistry is ideal for those who require extensive work, or complete "smile makeovers". Once you are properly sedated, the dentist can perform complex restorations that would normally take several visits. While you may be in the chair for hours, it will only feel like minutes.</p> <p>Because sedation dentistry eliminates fear and anxiety about going to the dentist, patients are more likely to return for regular visits and cleanings to maintain their newfound oral health and beautiful smile.</p>
	<p>Voice Over Close (CTA) Please contact your dental professional today, to see if sedation dentistry is right for you.</p>

VIDEO	AUDIO
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<p>Main Title: Opening Graphic Tooth Development</p> <p>Smiling baby with 1 tooth</p> <p>Dissolves to smiling kid full set of teeth</p> <p>Parent interacting/playing with kid</p> <p>Dentist looking at chart/child brushing/dental office etc.</p>	<p>Music Up: Open Voice Over 1 (:15 sec)</p> <p>There is nothing as cute as that first baby tooth. Soon after as they grow, your child develops a full smile that can melt your heart.</p> <p>But many parents make the mistake of thinking they do not have to take such close care of their kid’s baby teeth “because they are just going to fall out anyway.”</p> <p>Nothing could be further from the truth. Proper care of all of your child’s teeth, both “baby” and permanent, are critical to future oral health.</p>
<p>Show child chewing or speaking</p>	<p>Voice Over 2 (:25 sec)</p> <p>There are many good reasons why you should take care of your child’s baby teeth. Baby teeth help your child learn to speak clearly, chew properly, and serve as “space holders” so permanent teeth can grow in straight.</p>
<p>Animation shows progression of how primary teeth grow in</p>	<p>Voice Over 3 (:20 Sec)</p> <p>Generally, little ones start getting their primary or "baby" teeth between six and ten months of age. The front middle teeth, also known as the central incisors usually are the first to arrive. These are then followed by the teeth to either side of the central incisors, and the process continues its way back to the second molars. Most children will have all of their baby teeth by the time they are three years of age.</p>
<p>Animation baby tooth comes in</p> <p>Animations that demonstrate baby tooth care techniques as described</p> <p>Child at sink brushing</p> <p>Show Child with bottle</p>	<p>Voice Over 4 (:20 sec)</p> <p>Dentists recommend you begin brushing your child’s baby teeth as soon as the first one erupts. A pea size amount of fluoridated toothpaste should be used on a small, soft-bristled toothbrush. Make sure your child understands not to swallow the toothpaste, and be sure to remind him or her to "spit" out the toothpaste after brushing.</p> <p>To avoid “baby bottle” tooth decay - do not put your child to bed on a bottle of milk or juice. Try water instead.</p>
	<p>Voice Over 5 (: 20 Sec)</p>

<p>Animation of baby teeth falling out and being replaced by adult teeth</p> <p>Baby teeth being extracted-possibly Xray of impacted teeth</p>	<p>The age at which healthy baby teeth begin to be replaced varies, but the process usually starts when the child is about seven years old. A substantial loss of baby teeth significantly younger than that, can be indicative of decay or other dental problems.</p> <p>On occasion baby teeth will not fall out when they are supposed to, and will need to be extracted. This is to prevent the underlying adult teeth from becoming impacted, which means they will be crowded and misaligned, and not grow in properly.</p>
<p>Kids brushing, flossing etc</p> <p>Kids smiling happy</p>	<p>Voice Over 6 (:15 sec) Your child’s baby teeth should never be neglected. Dentists agree that the best way to prevent gum disease and other problems is to master basic daily oral care. Good habits begin with learning the proper ways of brushing and flossing, and your child’s baby teeth are the best place to start.</p>
<p>Contact Info</p>	<p>Voice Over Close (CTA) To learn more about your child’s teeth and start on a lifetime of good oral health, contact your dental professional today.</p>

VIDEO	AUDIO
<p>Main Title: Opening Graphic Periodontics: Gum Disease</p> <p>Images of teeth and gums Overlaid with text--- Periodontic: “around the gums”</p>	<p>Music Up: Open Voice Over 1 (:10 sec) The word periodontic literally means “around the tooth,” and the field of <i>periodontics</i> is primarily concerned with keeping the tissue around the tooth – your gums – healthy and strong.</p>
<p>Inflamed gums</p> <p>Images of severe gum disease, tooth decay, missing teeth, etc</p> <p>Animation showing bacteria getting below the gums and progression of gingivitis</p>	<p>Voice Over 2 (:25 sec) Gum disease is also commonly referred to as gingivitis, or inflammation of the gums. Left untreated, gum disease is the number one contributor to tooth loss and other oral health problems. Gum disease begins when the bacteria in plaque – that sticky substance that forms on and around teeth - is allowed to get below the gum surface, causing the gums to become swollen and inflamed.</p>

<p>Animation of Brushing/Flossing Animation of “Hard” brushing injuring gum</p> <p>Images of gum disease</p>	<p>While an important method to prevent gum disease is to brush and floss regularly, overly aggressive brushing or flossing can result in injury that can also lead to gum disease.</p> <p>Poor dental hygiene, general illness, and certain diseases, such as Diabetes can all increase your risk for gum disease.</p>
<p>Illustrations of gum disease</p> <p>Animation of gums “shrinking” becoming less inflamed</p> <p>Animation/footage of professional tooth cleaning</p>	<p>Voice Over 3 (:20 Sec) Symptoms of gum disease include gums that are tender and swollen and may be bleeding or bright red or purple in color.</p> <p>The goal of any treatment for gum disease is to reduce inflammation. Basic treatment begins with a good thorough professional cleaning by your dentist or dental hygienist. He or she will use various dental instruments and devices designed to remove debris from the teeth.</p>
<p>Show plaque and debris disappearing from teeth.</p> <p>Brushing Flossing</p> <p>gums return to normal state</p> <p>Close-up of a few teeth where there is more severe gum depletion. Show gum tissue added and closing open pockets and recessions.</p>	<p>Voice Over 4 (:20 sec) The cleaning process is sometimes referred to as Scaling and Root Planing, or SRP.</p> <p>Scaling and Root Planing is one of the most effective techniques available for removing plaque and tarter, thereby limiting the spread of gum disease. After the procedure, with the help of some proper dental hygiene, your gums will be allowed to heal, and return to good health.</p> <p>In some cases your dentist may see that gingivitis has advanced to a more severe form of periodontal disease, requiring surgical intervention. Such procedures are designed to reduce the pockets around teeth where bacteria can hide, or even add tissue and support, to make-up for bone loss and gum recession caused by periodontal disease.</p>
	<p>Voice Over 5 (: 20 Sec)</p>

<p>Montage of Images of good oral hygiene practices</p> <p>Dental Cleaning</p>	<p>Dental professionals agree that when it comes to gum disease your best offense is a great defense – and prevention is as important as any treatment. Brushing and flossing regularly is the best way to prevent gum disease. If you seem prone to gum disease your dental professional can recommend extra practices to help fight it such as special picks or antibacterial mouth wash.</p>
<p>Dentist with Patient</p> <p>Happy Smiles</p>	<p>Voice Over 6 (:10 sec) By seeing your dentist you can learn ways to prevent gum disease, and begin treatments that can once again give you something to smile about!</p>
<p>Contact Info</p>	<p>Voice Over Close (CTA) Please contact your dental professional today, to start a plan for treating and preventing gum disease.</p>

VIDEO	AUDIO
<p>Main Title: Opening Graphic Dental Technology –Cerec</p> <p>Show traditional crown</p>	<p>Music Up: Open Voice Over 1 (:15 sec) A traditional dental crown consists of multiple steps and takes multiple visits. But what if there were a better way?</p>
<p>Images of Cerec: optical camera wand, 3D images on computer screen, milling machine , etc</p> <p>Cerec restoration being milled in milling machine</p> <p>Patient admiring restoration in dental chair with a handheld mirror</p>	<p>Voice Over 2 (:25 sec) There is. Your dentist may have available the Cerec System, which allows him to do restorative dental procedures in a single office visit. With Cerec, there are no messy impressions, and nothing needs to be sent to the lab, everything is accomplished right there in the dental office. And in almost all cases, you leave with your permanent restoration perfectly fit and cemented in place.</p>
<p>CAD-CAM Images</p>	<p>Voice Over 3 (:20 Sec) The key to Cerec restorations is CAD-CAM, or</p>

<p>Split screen “Old Style” impression vs. Optical Camera</p> <p>Cerec computer work station</p> <p>Milling process</p>	<p>Computer Aided Design Technology. Instead of goopy old-fashioned impression materials, with Cerec, your dentist uses a highly specialized digital camera to take an optical impression of your tooth. That image is sent to a computer that makes a perfect 3D model of your tooth. The computer then creates the crown or bridge to exacting specification in a milling machine that makes the restoration from a solid block of porcelain – right there in the dental office.</p>
<p>Fitting Crown</p> <p>Happy smiling patient</p>	<p>Voice Over 4 (:15 sec) The dentist then removes the restoration from the milling machine, and fits it to your tooth, making any minor adjustments that may be necessary.</p> <p>Once satisfied with the fit, it is cemented into place – and you leave with your permanent restoration – all in a single visit. The need for often-uncomfortable temporaries, or a return visit is eliminated.</p>
<p>Image/animation indicating how “old style” crowns were porcelain over metal</p> <p>Animation of how Cerec restoration is milled from an all ceramic block</p> <p>Cerec technology being used to make porcelain fillings</p>	<p>Voice Over 5 (: 20 Sec) Unlike some traditional dental crowns that are porcelain over metal, Cerec restorations are pure ceramic, and perfectly color matched to your teeth using computer imagery – making them virtually indistinguishable from your natural teeth.</p> <p>Cerec technology can also be used to replace unsightly metal amalgam fillings with perfectly fit, esthetically pleasing all ceramic fillings.</p>
<p>Busy mom with kids, people at work, etc</p> <p>Happy Smiles</p>	<p>Voice Over 6 (:10 sec) Who isn’t busy these days? If you have put off needed dental work because you feel you simply do not have the time for multiple visits, single visit restorations may be your answer.</p>
<p>Contact Info</p>	<p>Voice Over Close (CTA) Please contact your dental professional today, to see if you are a candidate for a “chair-side” restoration using Cerec.</p>

VIDEO	AUDIO
<p>Main Title: Kids and Sealants</p> <p>Parent/Kid Brushing Teeth</p> <p>Kid rinsing mouth or flossing</p>	<p>Music Up:</p> <p>Open Voice Over 1 (:15 sec)</p> <p>If you are a parent you know how important it is to get your kids to brush their teeth. You also know just how difficult this can be.</p> <p>In many communities, fluoridated water can help make up for kids lack of good brushing habits.</p> <p>But there is another option available that you may not be aware of – Dental Sealants.</p>
<p>ADA logo followed by cavity or decay image or illustration</p> <p>Show composite resin</p>	<p>Voice Over 2 (:20 sec)</p> <p>Dental sealants have been approved for use by the ADA for over 25 years, and studies have shown that sealants are very effective in preventing cavities and tooth decay.</p> <p>Dental sealants use the same type of composite resin materials as dental bonding and other restorations.</p>
<p>“Protective barrier” animation – (A “force field” like shield over teeth, arrows hitting and bouncing off – something to this effect.</p> <p>Possibly show a CU of tooth surface with pits and fissures</p>	<p>Voice Over 3 (:20 Sec)</p> <p>Basically, dental sealants are a plastic coating placed over teeth that act as a barrier to reduce the risk of tooth decay. Dental sealants are a safe and effective way to reduce cavities among school-aged children, by preventing cavity-causing bacteria from getting into the pits and fissures that exist on the chewing surfaces of all teeth.</p>
<p>Animation-Video-Imagery of the procedures/process as mentioned</p>	<p>Voice Over 4 (:20 sec)</p> <p>Dental sealants are applied in a simple single-visit procedure. The tooth needs to be completely cleaned and prepped so that the sealant will bond correctly to the tooth.</p> <p>After cleaning the tooth, the dentist will apply a mild acid solution to the teeth to etch – or “rough up” the surface– and create spaces for the sealant to flow into to from its protective shield.</p> <p>Once the tooth has been cleaned, prepped, and dried - the sealant is painted directly onto the tooth, where it</p>

	bonds to the enamel and hardens. The dentist may use an ultra-violet light to help harden the sealant, if such a light sensitive resin was used.
Show Molars breaking gum surface Dental check up Show permanent Molars	Voice Over 5 (: 25 Sec) Generally speaking the first permanent molars break the surface when children are around 6 years of age. Dental sealants should be applied soon after these teeth erupt to protect them from future decay. Sealants should last 3- 5 years or more. If your child has had sealants, they should be looked at during regular check ups, to evaluate if they need to be re-applied. Sealants should be applied again at around age 12 when the second permanent molars erupt, as the chewing surfaces of these teeth are also harbors for bacteria, and very susceptible to tooth decay.
Show happy kids brushing or good oral hygiene Show again teeth with “shield” and arrows	Voice Over 6 (:10 sec) A lifetime of good oral health starts with preventing cavities before they begin. Dental sealants should not be considered a substitute for teaching your child good oral hygiene, but they can be an additional layer of defense in the war on tooth decay.
Contact Info.	Voice Over Close (CTA) Please contact your dental professional today, to see if your child can benefit from dental sealants.

VIDEO	AUDIO
Main Title: Opening Graphic Laser Dentistry Medical Lasers procedures, LASIK, Cosmetic etc.	Music Up: Open Voice Over 1 (:10 sec) You have no doubt heard of lasers being used in any number of cosmetic and medical procedures. But did you know that lasers are also used in dentistry?
Dentist using dental laser	Voice Over 2 (:25 sec) Laser dentistry is a great option for people who are fearful or apprehensive about dental procedures. The

<p>Drill with “X” through it</p> <p>Anesthesia image</p> <p>MS Dentist working on patient</p> <p>Highlight teeth followed by gums in time with VO.</p> <p>DIAGNOdent instrument</p>	<p>use of medical laser technology allows the dentist to perform many traditional dental procedures without the need for drilling or anesthesia in many cases.</p> <p>Precision laser dentistry causes less pain, less bleeding, and results in quicker recovery times than most traditional dental procedures.</p> <p>Dental lasers can be used for both hard tissue applications, that is the shaping and repairing of teeth - and soft tissue applications – work involving the gums.</p> <p>A type of dental laser called the DIAGNOdent can even be used to diagnose or detect tooth decay – by using the laser’s light to reveal decay that could remain hidden to x-rays.</p>
<p>Possibly show laser first. Animation of filling.</p> <p>Show Biolase system</p>	<p>Voice Over 3 (:20 Sec)</p> <p>Lasers are very effective when used in fillings. The laser eliminates the need for the turbine drill, and the laser kills bacteria in the tooth, making the fillings more effective.</p> <p>A common hard tissue laser technique is called Hydrophotonics, which uses a specific kind of dental laser called a Hydrolase – that combines the laser with a stream of water for greater control and patient comfort.</p>
<p>“Before” Images of a gummy smile</p> <p>Animation: Laser being used to correct gummy smile</p> <p>“After” images</p> <p>Laser being used as described</p>	<p>Voice Over 4 (:20 sec)</p> <p>Soft tissue dental lasers are commonly used to correct the appearance of a “gummy smile”, which is condition where more than the usual amount of gum tissue shows when a person smiles. The laser is used to expose more of the teeth without extensive surgery.</p> <p>The laser can also be used similarly in a procedure called crown lengthening – which helps to expose more healthy tooth surface in preparation for extensive dental restorations.</p>

<p>Laser in BG: Super bullet list of the various procedures mentioned:</p> <ul style="list-style-type: none"> • Remove Tumors • Treat Cold Sores • Correct Sleep Apnea • Teeth Whitening 	<p>Voice Over 5 (: 20 Sec) Dental lasers have also been used for the removal of benign tumors of the mouth, treatment of cold sores, and other dental surgery procedures.</p> <p>People suffering from sleep apnea have benefited from dental lasers, as they can be used to reshape the throat and relieve the breathing problems associated with sleep apnea.</p> <p>Low intensity soft tissue lasers can be used to improve the effectiveness of bleaching and tooth whitening processes.</p>
<p>Beautiful happy smiles</p>	<p>Voice Over 6 (:10 sec) There are many benefits to laser dentistry - from minimizing pain and bleeding, to killing bacteria and promoting quicker healing.</p>
<p>Contact Info</p>	<p>Voice Over Close (CTA) Please contact your dental professional today, to see if you are a candidate for laser dentistry.</p>

VIDEO	AUDIO
<p>Main Title: Opening Graphic Dental Technology The ViziLite</p> <p>Crowd shot</p> <p>Graph showing rising arrow</p>	<p>Music Up:</p> <p>Open Voice Over 1 (:10 sec)</p> <p>Oral cancer is far more common than you might think. In fact according to the American Cancer Society, unlike the levels of other types of cancer that have decreased over the past 40 years, the incidence of oral cancer has actually <i>increased</i> by almost 6%.</p>
<p>Animation simple silhouettes of group of people in a line with a time line over head – 1 “fading out” every hour</p>	<p>Voice Over 2 (:20 sec)</p> <p>Oral cancer is a deadly disease. Every hour of every day, one American dies of oral cancer. As is the case in most types of cancer, these fatalities occur because the oral cancer is found much too late.</p>

<p>ViziLite Device</p> <p>Mammogram</p> <p>Vizilite image</p>	<p>But thanks to a remarkable new dental screening procedure called the ViziLite – it doesn't have to be that way.</p> <p>Much like mammography has done to significantly reduce the death rates for breast cancer - the ViziLite test can do the same for oral cancer.</p>
<p>Some (not so graphic) images of Oral Cancer</p> <p>Show video of older or senior person—mainly male</p> <p>Images of tobacco use</p>	<p>Voice Over 3 (:25 Sec)</p> <p>Oral cancer is actually one of the most treatable forms of cancer – when it is detected early. That is what makes ViziLite screening so critical to those at risk.</p> <p>Age is one of the greatest risk factors involved in the development of oral cancer, with more than 90% of victims over the age of 40.</p> <p>Tobacco use of course can increase your risk of acquiring oral cancer, and gender seems to play a role as well. Studies indicate that more men than women develop oral cancer. And as with any cancer, you are at greater risk if you have a family history of the disease..</p>
<p>Possible image of person rinsing mouth</p> <p>Dentist office with low lighting</p> <p>Visilite images showing tissue lighting up.</p> <p>Patient consult with dentist</p>	<p>Voice Over 4 (:30 sec)</p> <p>ViziLite uses a light technology that has proven to be effective in detecting tumors and soft tissue abnormalities in other areas of the body.</p> <p>During the ViziLite screening the dentist will have you rinse with a special cleansing solution. Then the overhead lights will be turned down.</p> <p>Next, your dental professional will examine your mouth using the ViziLite.</p> <p>As the ViziLite passes over your mouth and gums, the special solution makes healthy tissue appear dark, while abnormal tissue “lights up” and appears white.</p> <p>The ViziLite allows your dental professional to identify tissue changes at their earliest stages. If abnormalities are detected your dentist will determine what the appropriate next steps will be.</p>

<p>Images from results of Exam</p> <p>Show silhouette animation putting people back</p>	<p>Voice Over 5 (: 20 Sec) It is important to keep in mind that a positive result on a ViziLite exam does not necessarily mean you have oral cancer. The light also reveals benign abnormalities caused by injury or other trauma.</p> <p>But if it is cancer...when oral cancer is found at its earliest stages, treatment is more than 90% successful!</p> <p>With early detection using the VisiLite, treatment is quicker, simpler; far less involved, and has a much greater survival rate.</p>
<p>Older male images or video</p>	<p>Voice Over 6 (:10 sec) Nobody wants to think about cancer, but if you are over 40 or have any of the other risk factors, you should think about adding oral cancer screening to your next regular dental check-up</p>
<p>Contact Info</p>	<p>Voice Over Close (CTA) Please contact your dental professional today, to see if ViziLite is right for you.</p>

VIDEO	AUDIO
<p>Main Title: Opening Graphic WHAT IS A PROSTHODONTIST</p> <p>Dr. Examine Patient, stethoscope listening to chest Dr. Looking at feet Dentist with patient</p> <p>Mouth with missing teeth</p>	<p>Music Up:</p> <p>Open Voice Over 1 (:15 sec) If you are experiencing chest pains, you know you should see a cardiologist. If your feet hurt? – you go to a podiatrist. Like medical doctors, dentists are specialists too.</p> <p>And if you need to see a dentist that specializes in the replacement of missing teeth - you need to see a Prosthodontist.</p>
	<p>Voice Over 2 (:20 sec)</p>

<p>Show full and partial dentures</p> <p>Animations indicating these procedures (possibly show a 4-split screen)</p>	<p>Prosthodontics is the dental specialty of making “prosthetic” or false teeth. But a prosthodontic practice is not limited to the creation of dentures alone.</p> <p>Prosthodontists are certified experts in total mouth restorations. In addition to full and partial dentures, the prosthodontist has mastered the art of making crowns, bridges, veneers, and dental implants.</p>
<p>Montage of images of restorative procedures, overlaid on a Prosthodontic Diploma</p> <p>ADA Logo</p> <p>Image of a seminar</p> <p>Contrasting image of a classroom, large lecture hall</p>	<p>Voice Over 3 (:25 Sec)</p> <p>It is important to distinguish a prosthodontist from a cosmetic dentist. Prosthodontists receive up to three years of additional training beyond dental school.</p> <p>Prosthodontics is one of only nine recognized specialties bestowed by the American Dental Association. “Cosmetic Dentistry” is not. Cosmetic dentists may receive additional training in seminars and workshops in some of the same techniques as prosthodontists – and may perform many of the same procedures, but only the Prosthodontist has attended graduate school and received Board Certification in these restorative treatments.</p>
<p>Image of each bullet as described</p>	<p>Voice Over 4 (:15 sec)</p> <p>You should see a prosthodontist if:</p> <ul style="list-style-type: none"> • You are missing one or more teeth • Already wearing full or partial dentures • Are considering dental implants • Are very unhappy with the condition of your smile
<p>Prosthodontist consulting with patient</p> <p>Dentist preparing tooth/teeth for restoration</p>	<p>Voice Over 5 (: 15 Sec)</p> <p>It is the prosthodontist’s skill and expertise that is ultimately responsible for your complete “smile makeover” – but he will often work as part of team with other dental professionals. For example, your dentist may be called upon to prepare your mouth to receive the final restorations performed by the prosthodontist.</p>
<p>Archival image of “vintage” false teeth if possible</p> <p>Montage of Crowns, bridges</p>	<p>Voice Over 6 (:15 sec)</p> <p>The specialty of Prosthodontics was created almost a century ago with one goal in mind - to make dentures or “false teeth” fit better and appear more natural.</p>

Veneers etc Beauty shot smile	That tradition continues today with prosthodontists receiving extensive training in all state-of-the-art restorative procedures. Doesn't your smile deserve the beauty of a specialist?
Contact Info	Voice Over Close (CTA) Please contact your dental professional today, to see if a need a referral to a Prosthodontist near you.

VIDEO	AUDIO
Main Title: Opening Graphic Root Canal Montage of images of restorative dental procedures	Music Up: Open Voice Over 1 (:10 sec) Today your dentist has many options available to repair damaged and decayed teeth. But as natural as these cosmetic restorations can look, they all start with a good foundation – and that often starts with a root canal.
WS Dentist working on mouth Happy Patient Animation, bacteria getting progressively worse in tooth root, breaking down tissue, causing abscess etc	Voice Over 2 (:20 sec) A root canal is a very common dental procedure used to avoid extraction of an infected tooth. It is always the goal of your dentist to preserve your natural teeth whenever possible. Despite what you may have heard, a root canal is actually a relatively pain free procedure. Many patients find a root canal to be no more uncomfortable then having a tooth filled. The purpose of a root canal is to stop the bacteria that have progressed into the root of a tooth. Left untreated the infection will worsen, and can lead to a painful abscess, and ultimately the loss of that tooth.

<p>Animation, cross section showing an highlighting tooth anatomy as described</p> <p>Animation that shows bacteria in the root canals are “cut-off” from antibiotics</p> <p>Show resulted clean tooth.</p>	<p>Voice Over 3 (:30 Sec) To understand a root canal procedure, first we must learn a little bit about the anatomy of a tooth.</p> <p>Teeth are made up of a hard outer shell, but the insides are actually soft tissue consisting of the nerve and pulp. When this interior tissue becomes infected due to bacteria from tooth decay, the nerve tissue begins to break down, creating a hollow space that is a haven for bacteria.</p> <p>Antibiotics or the body’s own natural defenses cannot get to these bacteria – making extraction or root canal, the only option.</p> <p>In a root canal procedure, the dentist removes the bacteria along with the nerve, effectively sterilizing the tooth. Removal of the nerve does not affect the structure, or the normal day-to-day function of the tooth.</p>
<p>WS dentist and patient</p> <p>Animation of tooth being filled, capped or crowned</p> <p>Dentist and patient</p>	<p>Voice Over 4 (:20 sec) Depending on the severity of the infection, a root canal procedure itself can usually be performed in a single office visit. Based on the condition of the tooth after the procedure, subsequent visits may be required for a cap, or crown.</p> <p>General dentists can do the procedure, but often root canal therapy is performed by dental specialists known as endodontists.</p>
<p>Animation: Step by step Root Canal Procedure as Described</p>	<p>Voice Over 5 (: 30 Sec) Of course the first step in the procedure is to make sure the area is completely numb using a local anesthetic.</p> <p>The dentist will use his drill to gain access to the roots and pulp. The dentist then inserts tiny “root canal” files of increasing diameter through the egress hole to clean out all debris, bacteria, and pulp tissue from the root canals.</p>

<p>Animation: Step by step Root Canal Procedure as Described continues</p>	<p>Once the nerve area is cleaned out, a special sealer is used that will keep the area sterile and make it very unlikely that any re-infection can occur.</p>
<p>Animation of final steps, filling, capping, crowning</p> <p>Beauty shot - smile</p>	<p>Voice Over 6 (:15 sec) Once the root canal has been completed, sometimes the tooth can be closed with an ordinary filling. However, most often a cap or crown is recommend, as these can make the tooth that has been canalled stronger</p> <p>When done properly, root canals are successful over 90% of the time in preserving your tooth, alleviating pain, and restoring your smile.</p>
<p>Contact Info</p>	<p>Voice Over Close (CTA) If you believe one or more of your teeth may be in need of a root canal, please contact your dental professional today.</p>

VIDEO	AUDIO
<p>Main Title: Opening Graphic ORTHODONTICS</p> <p>Crooked, misaligned teeth, bites</p> <p>Orthodontist evaluating bite</p>	<p>Music Up:</p> <p>Open Voice Over 1 (:15 sec)</p> <p>Not everyone is born with a perfectly straight smile. There are many factors that can lead to misaligned teeth, but there is one thing that all crooked teeth have in common – they can be corrected and made to look beautiful again – by an Orthodontist.</p>
<p>Orthodontist working on teeth, or a dental model or school imagery</p> <p>Teeth with various types of braces on them</p> <p>Photo montage showing range of children, adults, teens, ethnicities,</p>	<p>Voice Over 2 (:20 sec)</p> <p>Orthodontics is a recognized dental specialty by the American Dental Association. Many dentists provide orthodontic treatment upon appropriate and comprehensive training in the realignment of teeth using braces and other “orthotic” devices.</p> <p>You may think that braces are something only worn by pre-teens and teenagers. Not true. In fact today close to 30 percent of all brace wearers are adults.</p>

wearing braces	
<p>Images of misaligned bites, malocclusions</p> <p>Animation of the misaligned bite.</p> <p>Orthodontist examining a child</p>	<p>Voice Over 3 (:30 Sec) The most common condition treated by an orthodontist is called a malocclusion – or a misaligned bite. Dental braces are the usual method used to correct a malocclusion.</p> <p>Although braces can give you a better-looking smile, a malocclusion is not simply an esthetic issue. Having a bite that is “off” can interfere with your ability to eat, and even speak properly.</p> <p>While there is a growing trend for adults to use orthodontics, it is still understood that orthodontic corrections work best when started early. And the ADA recommends that children receive their first orthodontic check up as early as age 7.</p>
<p>Images and video of the inspection process</p> <p>Orthodontist consulting with patient</p>	<p>Voice Over 4 (20 Sec) During an Orthodontic evaluation the orthodontist will:</p> <ul style="list-style-type: none"> • Visibly and manually inspect the function of your bite • Take specialized photographs of your face, teeth, and mouth. • Take a complete set of panoramic X-rays • Take an impression to make a precise model of your teeth and bite, for more detailed examination <p>After his or her evaluation, the orthodontist will develop a treatment plan for any correction that may be necessary.</p>
<p>Montage of teeth wearing braces</p> <p>Teens at party, adults on a dinner date</p> <p>Animations of application of “invisible braces” as described or</p>	<p>Voice Over 5 (:30 sec) If you do require braces, understand that they have changed quite a bit over the years. Today the orthodontist has options for braces beyond the traditional “silver wire” type you may be familiar with.</p> <p>This is particularly appealing to adults and teens, who may be embarrassed by the need for braces.</p> <p>These options include Invisalign braces which use clear or tooth colored “aligners” that fit snugly over</p>

images if possible of actual invisalign system	teeth instead of traditional brace wires, making them practically invisible.
Barely noticeable braces	Voice Over 6 (:10 sec) With the latest in orthodontic techniques available – no one needs to be embarrassed by a crooked smile – or ugly braces to correct it. Braces today are less painful, less obtrusive, and can correct your bite in much shorter periods of time than ever before.
Contact Info	Voice Over Close (CTA) Please contact your dental professional today for an orthodontic evaluation.

VIDEO	AUDIO
<p>Main Title: Opening Graphic CHILDREN & ORTHODONTIA</p> <p>Shots of children</p> <p>Possibly child with dentist</p>	<p>Music Up:</p> <p>Open Voice Over 1 (:10 sec)</p> <p>Dental problems, particularly in children, are best resolved when they are discovered and treated early. This can be especially true of bite problems that may require the services of an orthodontist.</p>
<p>Orthodontist working on mouth</p> <p>Various still images of crooked, misaligned teeth</p> <p>Animations that shows a jaw with malocclusions</p> <p>Child getting orthodontic check up</p>	<p>Voice Over 2 (:25 sec)</p> <p>An orthodontist is a dentist who specializes in the repositioning of misaligned teeth. This is referred to as a malocclusion, or a bite that is “off”. Teeth that are not straight or positioned properly can present more than just a problem with your child’s appearance – crooked teeth can prevent his or her ability to chew or speak properly, cause jaw pain, and make teeth wear down prematurely.</p> <p>The ADA recommends that children receive their first orthodontic check up as early as age 7.</p>
<p>Show positioning of teeth and jaw and malocclusions moving to normal</p>	<p>Voice Over 3 (:25 Sec)</p> <p>If your child does require orthodontic treatment, the earlier you start the better. When children are young</p>

<p>Show bullets of points no correspond with narration</p> <p>BG images of children at dentist</p>	<p>and still growing, it is easier for orthodontic devices to adjust the position of the teeth and jaw. Therefore treatments tend to be shorter and more successful.</p> <p>Early indications that your child may need orthodontic treatment are:</p> <ul style="list-style-type: none"> • Baby teeth that are lost too soon, or too late • Protruding front teeth, usually caused by thumb sucking • Teeth that are noticeably crowded • A top and bottom jaw that does not seem to meet properly
<p>Montage of images of teeth wearing braces</p> <p>Animation that shows this pressure/forces and teeth realigning in response</p> <p>Detailed animation highlighting various parts of braces as mentioned</p> <p>Live or image of child with braces</p>	<p>Voice Over 4 (:25 sec)</p> <p>The most common treatment used by orthodontists to correct bite problems is placing braces on the teeth. Braces work by applying continuous pressure over a period of time to slowly move teeth in a specific direction.</p> <p>Braces are made up of several components including: Brackets, bands, and spacers. How long your child will have to wear braces depends on the condition that needs to be corrected and the type of braces used. On average once they are put in place braces need to be worn for about 1 to 3 years.</p>
<p>A kid being teased or looking sad dejected because he is wearing obvious metal braces</p> <p>Show examples of different less noticeable options as mentioned</p> <p>Split screens showing Invisalign braces, as opposed to traditional metal</p>	<p>Voice Over 5 (: 30 Sec)</p> <p>Today, your child’s orthodontist has many more options for braces than the silver wires you may be familiar with. Conscious of the ridicule children have had to endure over the years, braces have been developed that are barely noticeable. These include braces with tooth-colored or clear wires, and those that can be placed lingually -or behind the teeth - instead of in the front, as with traditional braces.</p> <p>Some children and teens may benefit from Invisalign braces, which use clear or tooth colored “aligners” that fit snugly over teeth instead of traditional brace wires, making them practically invisible.</p>

<p>Kid and Orthodontist</p> <p>Video of happy child playing or smiling. Good child smiles</p>	<p>Voice Over 6 (:10 sec)</p> <p>No matter what kinds of braces are used, early intervention is the key to success. Seeing an orthodontist as soon as alignment problems are suspected can put your child on a straight path to good oral health, and a fabulous smile.</p>
<p>Contact Info</p>	<p>Voice Over Close (CTA)</p> <p>Please contact your dental professional today, to have an orthodontic evaluation for your children.</p>

VIDEO	AUDIO
<p>Main Title: Opening Graphic WHAT DO PROSTHODONTISTS DO?</p> <p>Artificial limb</p> <p>Dentist with patient or Mouth with missing teeth</p>	<p>Music Up:</p> <p>Open Voice Over 1 (:15 sec)</p> <p>You are probably familiar with the word “prosthetic” and know that it can relate to artificial arms or legs.</p> <p>Well a <i>prosthodontist</i> is a dentist that specializes in cases requiring the creation of prosthetic or artificial teeth.</p>
<p>Image or illustration of dentures</p> <p>Animations or illustrations indicating these procedures</p>	<p>Voice Over 2 (:15 sec)</p> <p>However, a prosthodontic practice is not limited to the creation of just dentures.</p> <p>Prosthodontists are certified experts in total mouth restorations. In addition to full and partial dentures, the prosthodontist has mastered the art of making crowns, bridges, veneers, and dental implants.</p>
<p>Dentist working on teeth</p> <p>Animation/images of severe dental problems</p>	<p>Voice Over 3 (:15 Sec)</p> <p>While any general dentist can do restorative procedures, a prosthodontist will usually treat the most difficult or complex dental problems, such as people who have many missing teeth or have severe</p>

	<p>functional or aesthetic issues. It is not uncommon for a prosthodontist to be called upon to restore an entire arch, or even a patient's whole mouth.</p>
<p>Animations of various implants being placed</p> <p>Prosthodontist consulting with patient</p>	<p>Voice Over 4 (:20 sec) Today, dental implants are becoming an increasingly popular restoration. Many cosmetic or general dentists are doing implants. However, implant dentistry is actually one of the most complex aspects of the profession.</p> <p>If you are thinking about implants - you should consider consulting a prosthodontist. Prosthodontists are specially trained on the graduate level in the science and practice of implantology.</p>
<p>Active seniors</p> <p>Video or image of people eating happily and easily and then smiling</p>	<p>Voice Over 5 (: 15 Sec) As our population ages, the role of the prosthodontist has become increasingly important. Seniors today want to live more active and healthy lives, and that includes eating and socializing.</p> <p>One of the primary goals of your prosthodontist is giving you the ability to eat the foods you love, and smile without the embarrassment of missing teeth or ill-fitting dentures.</p>
<p>Medical Doctor and patient</p> <p>Beauty shot smile</p>	<p>Voice Over 6 (:15 sec) Seeing a prosthodontist is like seeing a medical specialist. Prosthodontists have received extensive training in all of the most complex dental restorations. Doesn't your smile deserve the skills of a specialist?</p>
<p>Contact Info</p>	<p>Voice Over Close (CTA) Please contact your dental professional today, to see if you need a referral to a Prosthodontist near you.</p>

VIDEO	AUDIO
<p>Main Title: IMPLANTS Section Title What are Implants?</p> <p>Video or images of implants being made</p> <p>Animation of tooth anatomy</p> <p>Detailed animation of the parts and function of an implant</p> <p>Animation of teeth missing-single-multiple-all</p> <p>Animation of placing an implant(s) in jaw line</p> <p>Smile</p>	<p>Music Up:</p> <p>Open Voice Over 1</p> <p>Implants are becoming an increasingly popular type of dental restoration. Implants are prosthetic or false teeth that have been designed to very accurately mimic the form and function of your natural teeth.</p> <p>Your teeth have two main components, the crown, the part you see above the gum, and a root that secures the tooth into the jaw.</p> <p>Implants have the same two basic parts, a false tooth that is created from porcelain material custom color-matched to your real teeth – and the implant itself, which is a kind of screw made of titanium or other bio-compatible material, that serves as the root and anchors the artificial tooth to the jaw bone.</p> <p>Implants can be used to replace single, multiple, or all of your teeth. So whether you are missing one or several teeth, dental implants are the restoration of choice. Implants provide the look and aesthetics of other dental restorations, such as crowns, dentures or bridges. However only implants mimic the design and structure of your natural teeth, preventing bone loss.</p> <p>Voice Over Close (CTA)</p> <p>Please contact your dental professional today, to see if dental implants are right for you.</p>
<p>Section Title Replacing a Single Tooth</p> <p>Animation of tooth decay causing tooth loss</p> <p>Animation of Shifting Teeth</p> <p>Animation of placing an implant in jaw line</p>	<p>Voice Over 2</p> <p>Disease or decay can lead to tooth loss. Missing teeth need to be replaced. Spaces allow neighboring teeth to shift position, which can cause your bite to be off and create other dental problems such as gum disease, which can lead to additional tooth loss.</p> <p>An implant to replace the lost tooth can prevent these problems.</p> <p>When placing an implant, first the dentist creates a space in the bone to receive the implant. The implant is then put into place and secured with a healing cover.</p>

<p>Detailed animations of the procedure as narrated</p>	<p>This completes the first phase of the procedure. You may be fitted with a temporary false tooth, while the implant is allowed to heal and fuse to the jaw.</p> <p>It usually takes approximately 2 to 4 months for the implant to completely integrate with the bone. Then, you will be ready for the final phase of your implant procedure, where your custom-made restoration will be fitted and permanently attached to the implant.</p> <p>Voice Over Close (CTA) Please contact your dental professional today, to see if dental implants are right for you.</p>
<p>Section Title Replacing Several Teeth</p> <p>Animation of tooth decay causing tooth loss Animation of placing an implant in jaw line</p> <p>Animation of missing teeth</p> <p>Bone loss causes gum to start collapsing</p> <p>Animation of shifting, drifting teeth</p> <p>Animation of sever resorption, and thinning of jaw</p>	<p>Voice Over 3 The same conditions that may have lead to the loss of a single tooth can cause you to lose several teeth. Implants are your best option when you are missing several teeth.</p> <p>Having several missing teeth, especially when they normally would have been next to one another, can cause serious problems. Without the integrity of the roots of the teeth, bone can resorb or be lost.</p> <p>Large soft spaces are created within the jaw, which causes remaining teeth to shift and severely drift out of place.</p> <p>This not only can lead to further tooth loss, but also if allowed to progress too long, the jaw may become so thin, that you may no longer be a candidate for implants.</p> <p>The placement of implants in place of the multiple lost teeth can stop these problems before they start.</p> <p>Voice Over Close (CTA) Please contact your dental professional today, to see if dental implants are right for you.</p>
<p>Section Title Replacing All Teeth</p> <p>Animation of placing an implant(s) in jaw line</p>	<p>Voice Over 4 Without the intervention of implants at the early stages to replace single or multiple missing teeth, the cycle of losing teeth and associated bone loss can ultimately</p>

<p>Animation of all teeth disappearing from jaw</p> <p>Animation of bone loss and possibly image of person with all teeth missing</p> <p>Set of dentures placed on jaw</p> <p>Animations in detail as narrated</p> <p>Animations in detail as narrated</p>	<p>lead to the loss of all of your teeth.</p> <p>Total tooth loss has implications far beyond the obvious problems. Without any teeth in place, severe bone resorption, or shrinking occurs, completely altering the shape and size of the jawbone. This can actually cause changes to the look of your mouth and face.</p> <p>Typical false teeth, or removable dentures, cannot make up for, or prevent further bone loss.</p> <p>Dental implantation techniques are a better option for total tooth loss. Unlike when replacing a single or multiple teeth – in total tooth replacements, implants are not used to anchor individual teeth, but a full denture.</p> <p>This allows a denture to fit more securely, which eliminates the multitude of problems associated with ill-fitting dentures caused by ongoing bone loss. Also as in all implant treatments the implants prevent bone loss.</p> <p>Depending on the number of implants, and the type of implants used, these “implant dentures” may be removable by the patient for cleaning, fixed in such a way as to only be removable by a dental professional, or permanently fixed in place.</p> <p>Voice Over Close (CTA) Please contact your dental professional today, to see if dental implants are right for you.</p>
<p>Section Title Grafting</p> <p>Animation of resorption and bone loss</p> <p>Animation in detail of technique as described</p>	<p>Voice Over 5</p> <p>Whether you require single or multiple implants, in some cases there may have been too much bone loss for the jaw to accept the implants. In such cases, your dentist may use a grafting technique to rebuild the bone structure necessary to accept the implant.</p> <p>An opening in the gum is made and a bone preserving material is put into the opening and covered with a compound that promotes healing. Then the area is</p>

<p>Animation of Bone reforming, implant is paced</p>	<p>covered and allowed to heal.</p> <p>In time, the material stimulates the growth of new bone, and a secure platform in which to place the implant is created.</p>
<p>Smile</p>	<p>Voice Over Close (CTA) Please contact your dental professional today, to see if dental implants are right for you.</p>