

## The 21 Principles of Smile Design

Your Guide to a More Attractive Confident Smile

by Dr. Lee Ostler DDS

Modern Cosmetic Dentistry and the advent of new materials and techniques have transformed the way people think about their smiles and each other. Smiles convey warmth, confidence, social status and career success. Best of all, smiles help you feel good about yourself.

Today you can trust your smile to a new brand of cosmetic dentist - an artist who understands exactly what you want in a smile, why you wear it as your most important accessory, and how to protect it through the ages. As one of this regions' most celebrated cosmetic dentists, Dr. Ostler gives you the warmth, experience, and passion that you want and deserve in a good cosmetic dentist.

Nothing compares to a confident attractive smile. It's there when you laugh, when you greet, say thank you, or express a happy thought. Your smile is your most important social bonding gesture, and your most important professional announcement - it tells others who you are. In short, your smile sells you!

Give your smile that Picture Perfect look of confidence, beauty and health - because when you feel good about yourself, people are naturally attracted to that!

Give your smile that Picture Perfect look of...

Confidence, Beauty and Health!



# The Principles of Smile Design

How to Have an Attractive Smile

hey say you shouldn't judge a book by its cover - but we all do! One of the first judgments we make with people is how they smile and how confident they are. In fact it's difficult to not form an immediate opinion about someone based on their smile. Smiles say a lot about who a person is, how confident they are, and even how successful they are. Like beauty, a smile is more than skin deep and your face seems to know if your smile feels confident or not.

Just what makes an attractive smile? Why do some smiles exude confidence and look naturally beautiful, while others look plain and average? How can teeth make one person look older and another person



look younger? What makes one person's smile a loser while another person's smile a real winner - that helps them do more business, make more sales, and have more friends? And finally, why do some smiles convey a careless disregard for health and self-respect?

While most people don't know exactly what constitutes a nice smile, most will recognize a nice smile when

they see one. While nature has been kind to some, others aren't so lucky. Fortunately we now understand these principles of nature and exactly what makes a nice looking smile look nice. We call these principles the "Principles of Smile Design".

These rules or principles dictate whether a smile is attractive, average, or awful. Whether these basic rules of smile design are broken by nature, yourself, or your dentist, your smile and confidence can be seriously compromised. The good news is that in the right hands they can be used to create wonderful smiles regardless of your starting condition or the quirks of nature. When they're followed you'll enjoy a radiant natural looking smile with all the social and career benefits and peace-of-mind that goes with it.

#### **Evaluate your own smile:**

These smile design principles are easy to understand. In fact you can use these principles to evaluate your own smile. Experienced and highly trained cosmetic dentists use and follow these principles every day in transforming worn out, broken, and aging smiles, into beautiful natural smiles. The results go far beyond just increasing your "face value" – they are life changing!

To be sure, there is both an art and a science to restoring and creating strong attractive smiles. When good cosmetic artistry is combined with modern dental materials and expert training, you can be assured of a durable radiant and healthy new smile that speaks volumes about who you really are.

When it comes to the art, having a pretty smile goes beyond modern

technology. The ancient Greeks introduced and understood the important parameters of beauty called the "golden proportion". These principles have been long used by renowned and famous artists, builders and designers for thousands of years.

Today, we blend these design principles into beautiful smiles by carefully managing size, shape, alignment and proportion to create a result that is natural and pleasing to the eye. Attractive smiles are attractive because they follow these basic rules of nature, and natural beauty is something that is very apparent to the subconscious eye.

This is why beauty is so universally recognized, and why confident attractive smiles are noticed and rewarded. It is important that both the art and the science come together to create a balanced harmony and



a pleasing smile that is strong and durable.

Whether it is whiter teeth, or fixing crooked teeth with "instant orthodontics", or replacing ugly dark fillings, or fixing a worn out old looking smile - modern dentistry can take years off your face and quickly and easily give you the perfect smile that will allow the real you to emerge.

Knowing these Principles of Smile Design will help you better understand why some people have a great smile while others don't. It will help you analyze the state of your own smile, and to know what experienced dentists are looking at as they design your perfect smile.

As you review this information, compare your smile with the examples shown. This is an easy way to take the mystery out of "what's wrong with my smile?" By using these principles it will help you know what can be done to design and create the right smile for you, one that will let your true personality and confidence emerge.

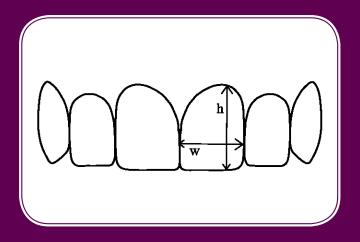
We encourage you to think seriously about the benefits to health, spirit and mind that come from a youthful attractive smile, a balanced bite, and healthy strong teeth. Using these principles of smile design you will discover how you can make your smile one that is judged warmly and truly announces the "real you" – one that radiates the confidence and success you intend for yourself.

#### The 21 Principles of Smile Design

he Principles of Smile Design govern how naturally attractive your smile is – or isn't! When art, science, form and function are blended optimally by nature or an experienced cosmetic dentist, the results can be simply amazing! Experienced cosmetic dentists understand and use these principles to transform dull average smiles into successful confident smiles.

There are many elements other than having whiter teeth that make for a radiant or confident smile. Each principle is illustrated with a drawing and with photographs showing good and/or bad examples. While most unattractive smiles have multiple flaws, each example illustrates one principle.

You can use this guide as a reference to compare or evaluate your own smile. You may find it helpful to use a mirror or a close-up photograph of your smile as you go through these principles.



#### #1: Central Incisor Width / Height Ratio

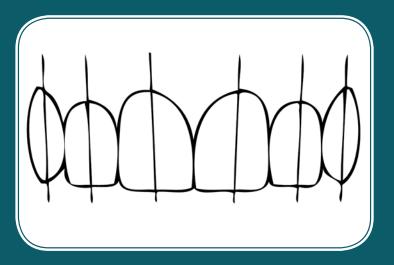
Do your front incisor teeth appear taller than they are wide like an up-right rectangle, not a square? The width/height ratio should be 75-80 %. For example, if the width were 8.0 mm and the height 10 mm, the ratio (8/10) would equal 80%.





# **#2: Mesial** Inclination

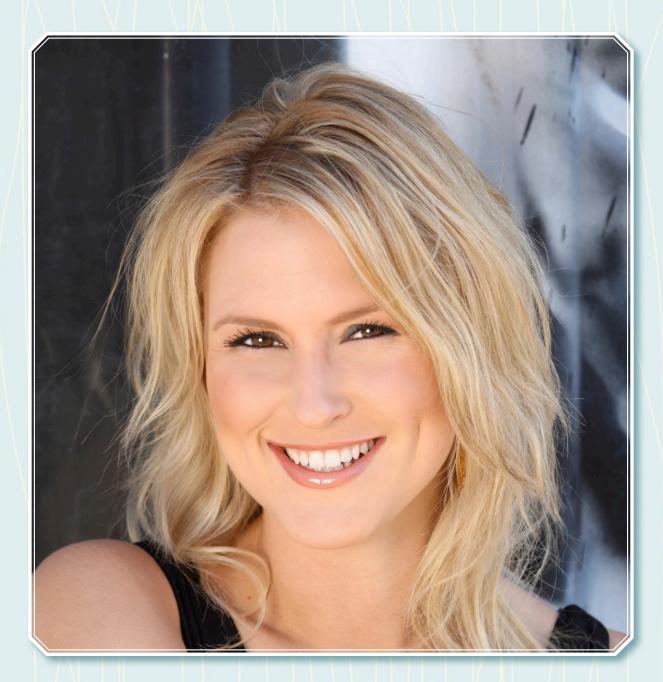
Are your teeth angled properly? Each upper tooth visible in the smile should have a slight inclination or tilt that is toward the midline (mesial) of the mouth. If these imaginary lines were extended downward they would meet or

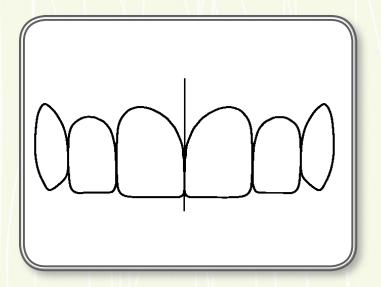


converge at or near the navel point over the stomach.





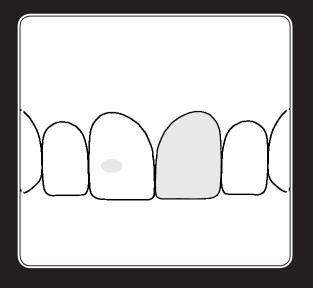






# #3: Midline Placement and Cant

Is your smile centered on your face and in your mouth? The position of the mid-line between the central incisors should be on a line drawn from between the eyes and down through the nose, lips and chin. The angle of the mid-line should not be canted or tilted to the left or right, but should be straight up and down.





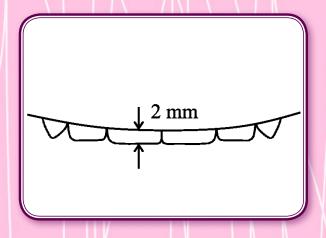
### #4: Color, Shading, Stains, and Markings

Are the teeth a uniform bright color or shade? Is one tooth darker than the rest? Are there white or dark spots or markings on the enamel?



The 21 Principles of Smile Design





#### **#5: Smile at Rest**

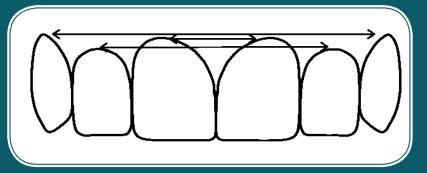
Evaluate the amount of teeth showing at rest or with a slight smile. Middleaged adults should show 2-4 mm of their upper teeth. This amount decreases with age as the "window" of the mouth begins to sag downward showing more of the lower teeth.





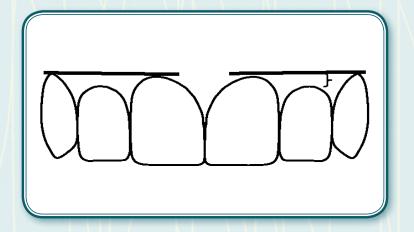
## #6: Gum Line Symmetry

The gum tissue frames the teeth and forms a "curtain" for the teeth. Is the height and scalloping of the gum line symmetrical or matched evenly between the left and right sides? Balance and symmetry are important parts of what makes an attractive smile.









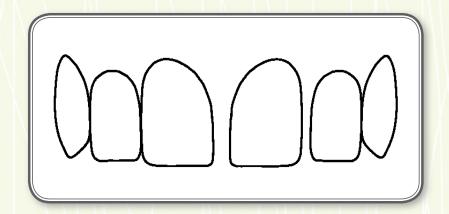
#### #7: Gum Line Margin Heights

Is the level of the gum line over the lateral incisor lower than the central incisor? The height of the gum line margin over the lateral incisors should be slightly lower than the height of the gums over the adjacent central incisor and canine teeth.





#### #8: Gaps or Diastema:



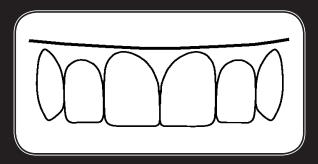
A "diastema" is a gap between the teeth. Is there a space between your front teeth?











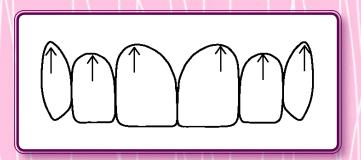


## #9: Gummy Smile

A "gummy smile" is when too much gum tissue shows above your front teeth when you smile. How much gum tissue shows with a full happy smile? Ideally there should be only a slight amount (1 to 3 mm) of gum tissue showing above the front teeth when you smile.



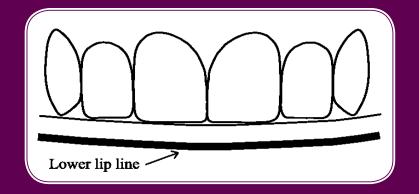
## #10: Gingival Zenith



What is the location of the uppermost height of the gum line over each tooth? The height of the gum line across the face of each tooth varies from tooth to tooth. It should be centered over each lateral incisor, and it should be 2/3rds of the way across the face of the tooth for the central incisors and canine teeth.





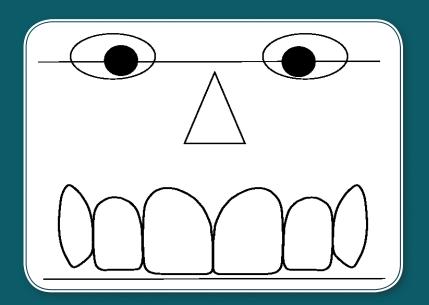






### #11: Smile Line Follows Lip

Does your smile line generally follow your lower lip line? The incisal or biting edge of the upper teeth should parallel or follow the contour of the lower lip line in a relaxed or slight smile.



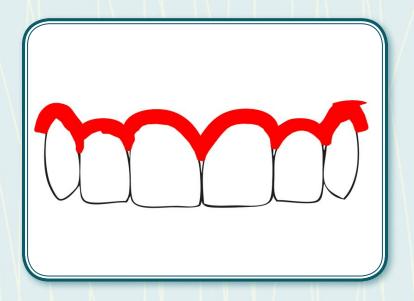


#### #12: Horizontal Plane

Are your teeth on a parallel horizontal plane with your eyes or with the floor? The left to right horizontal biting plane of the mouth should parallel the floor or the horizon when standing. It should also parallel a line drawn between the eyes (the inter-pupillary line). The horizontal plane from the front to the back of the mouth should also generally parallel the floor. (Note: some people's eyes are not level in nature.)

#### #13: Gum Tissue Health/Bad Breath

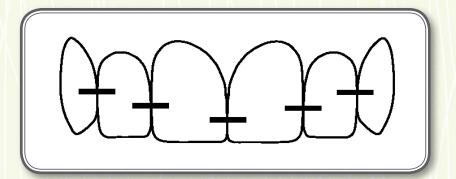
Do your gums bleed when you brush or floss, or are they inflamed or red around the borders? Healthy gums do not bleed and are light pink in color and are stippled in texture (like an orange peel). Gum disease is linked to heart disease and can be very unsightly - and smelly! Oral bacteria cause tooth decay, gum disease and bad breath! Any plan for an attractive smile and good oral health must include regular dental cleanings and good oral hygiene practices.





### #14: Flossing Contact Point

Does the point of tooth contact between front teeth gradually migrate upwards from tooth to tooth? The flossing contact point between these teeth should step upward with each tooth.

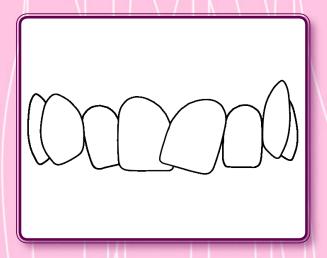






"Thanks to Dr. Lee Ostler and the principles of Neuromuscular Dentistry, I now have the beautiful smile I've always wanted. My bite feels comfortable at last and my headaches have improved significantly." ~ Vicki Coogan

#15: Mal-alignment or Crowding

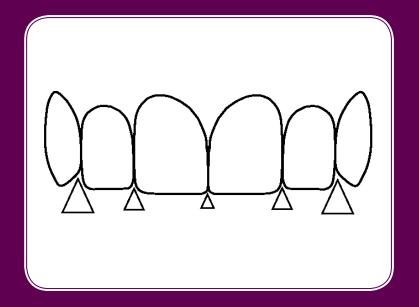




Teeth should be even and straight. Are your teeth crooked or crowded in their positioning? Is there room for your teeth in a natural arch form with each tooth standing evenly side by side? Crowding happens when there isn't enough room for them or when the jaws are too small.

#### #16: Incisal Embrasure

Is there good definition and separation between the front teeth on the incisal edge of the teeth? The size of the silhouette or outline shape between the front teeth should symmetrically increase in size moving away from the midline. This is best seen as a triangle shape wedge between the teeth and on the biting edge of the front teeth.





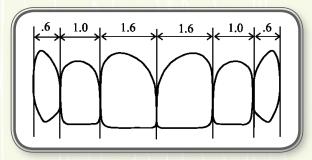
The Golden Proportion
was used in ancient Greek
architecture and in the
great art of the ages. It can
be observed throughout
nature and the human
body. Its principles are
used in modern building
construction, car design
and clothing. The balance
and harmony it creates is
pleasing to the eye.

Cosmetic dentists use the Golden Proportion to create a pleasing smile that is balanced with the face.













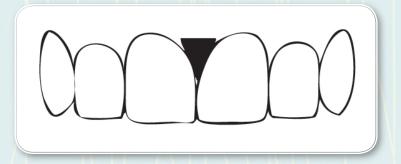


#### #17: Golden Proportion Ratio

Are your teeth sized in the proper proportion? The Golden Proportion follows the "rule of thirds". Each tooth away from the midline should be two-thirds as wide as the previous tooth. For example:

Measure the width of a central incisor in your mouth or on a photograph. Divide this width by the width of the lateral incisor next to it. The central incisor should be 1.6 times as wide as the lateral, and the canine 0.6 times as wide as the lateral, and so forth.

(Example: Ideally, if the central incisor is 10 mm wide, the lateral incisor should be two-thirds of this amount, or about 6.5 mm, and the canine should be two thirds of that or about 4.4 mm)



#### #18: Black Triangle

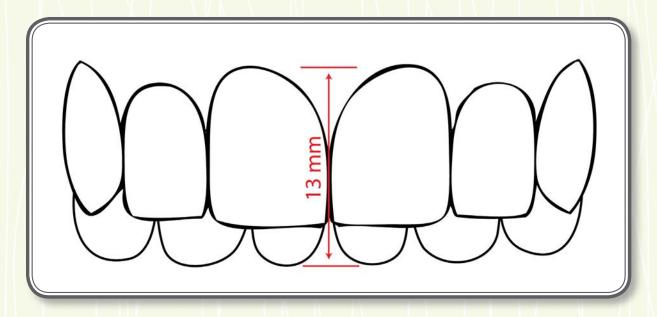
Is there a dark space at the gum line between the front teeth? A "black triangle" appears between the front teeth when the teeth are too far apart or the underlying bone level dissolves away. When this happens, the gum papilla shrinks and allows the darkness from the back of the mouth to show through as a dark triangle.







The 21 Principles of Smile Design





#### #19: Vertical Dimension







Does the lower one-third of your face appear too short? The loss of vertical dimension makes your face appear older. The vertical distance between the nose and the chin can be short due to improper growth and development of the jaws and dental bite, or because the teeth have been ground down or are missing. As a rule of thumb the measurement between the gum line of the top and bottom central incisor when biting on your back teeth ideally averages between 17-21 mm. For most people this creates a vertical proportion to the lower 1/3rd of the face that is pleasing to the eye and generally very healthy for the jaws and jaw joints.





#### #20: Dark Silver Mercury Fillings

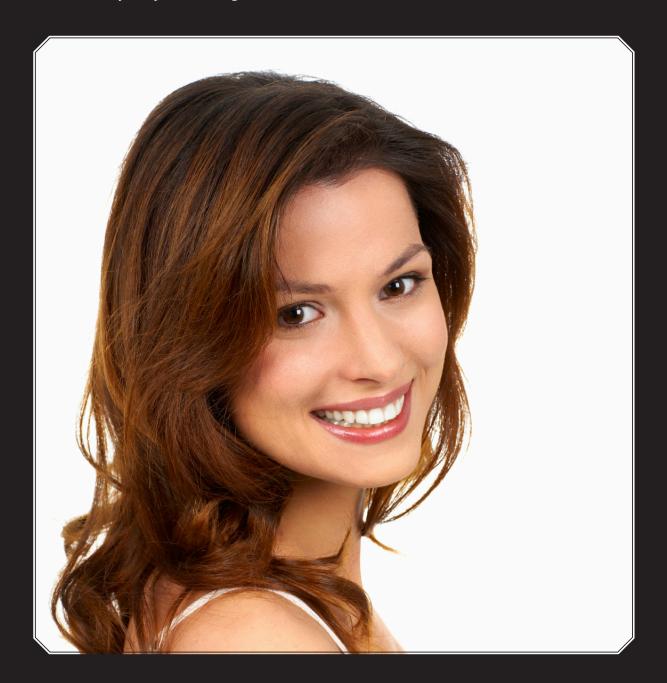
Do you have dark colored metal fillings which show when you smile or laugh? Silver-mercury fillings expand and contract, and create cracks in the teeth which weaken and damage the tooth. They also cast a dark shadow through the tooth and blemish the smile.

The 21 Principles of Smile Design





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#### #21: Old Dentistry

Do you have old dental restorations which are failing or are no longer esthetic? Fillings and crowns experience wear and tear just as do the teeth they are on. Also, because your natural teeth darken with age it makes older porcelain crowns look lighter so that they don't blend in. Often old porcelain crowns have a dark metal line at the gum line.

#### Smile Design Quiz

Your honest answers to these questions will indicate whether you are a candidate for cosmetic dentistry. Modern dental techniques combined with expert dental artistry can resolve these problems and give you a boost in confidence and appearance that is life-changing.

- 1. Do you truly like the appearance of your teeth and your smile?
- 2. Do you feel confident when you smile? Do you worry what others think about you because of your smile?
- 3. Does your smile hold you back socially or does it affect your career?
- 4. Are you embarrassed to smile? Do you hide or cover your smile? Do you smile easily in pictures?
- 5. If you had a magic wand what would you change about your teeth or smile?
- 6. Are your teeth aligned straight or are they crooked?
- 7. Does your smile have spaces or gaps that you don't like?

- 8. Do you like the color of your teeth? Do you wish they were whiter?
- 9. Do you like the way your teeth and smile are shaped?
- 10. Do you have dark fillings that show when you smile?
- 11. Are the biting edges of your teeth wearing away causing you to look older with a worn-down smile?
- 12. Are back chewing teeth missing which cause a collapsed bite and an aged look on your face?



#### <u>Putting It All</u> <u>Together....</u>

Whether it's due to the fortunes of nature and good genetics, or because of the artistry and experience of a qualified dentist, the elements of an attractive smile all obey the same principles of smile design and good health.

When nature's rules are followed and are combined with the advantages of modern science, miracles can happen. And the greatest miracles in



life are when lives change, confidence is restored, and people become naturally attracted to you because of how you feel about yourself.

Since your smile sells you, what is yours selling?

Give your life the confidence, radiance and health you deserve!



#### Meet Dr. Lee Ostler...

G. Lee Ostler D.D.S. is a 1983 graduate of the University of Washington School of Dentistry. Following three years as a clinic director with the Public Health Service he established a private practice in Richland Washington. He has focused his expertise towards cosmetic dentistry, dental reconstruction and "smile makeovers", periodontal therapy, facial pain and headache-TMJ therapy, neuromuscular dentistry, snoring/sleep apnea appliances, and general dentistry.

He has been a clinical instructor at the Las Vegas Institute for Advanced Dental Studies teaching dentists from around the world the advanced techniques required for modern dentistry. He has also been a clinical instructor at the Baylor University and University of Kentucky Lexington post-graduate aesthetic dentistry



continuums. He is the founding member, board member and editor of the American Academy for Oral Systemic Health. These experiences working alongside the world's most celebrated and accomplished cosmetic dentists, along with thousands of hours of continuing education, has uniquely prepared him to care for his patients.

Dr. Ostler is the first dentist in Southeast Washington highly trained and skilled in the combined disciplines of cosmetic dentistry, neuromuscular dentistry, and TMJ-headache and facial pain treatment. Dr. Ostler practices an aggressive state-of-the-art approach toward treating chronic gum diseases known to be linked with heart disease, diabetes and other common medical problems.

As the current standards-of-care evolve to mandate multi-disciplinary management of compromising medical conditions, Dr. Ostler has created strong alliances with, and works closely with area physicians to help elevate patient care to these new standards. He has developed software and educational programs and lectures nationally to dentists and physicians teaching them how to improve patient care with inter-disciplinary health care.

Utilizing the latest in science and technology, his treatment philosophy is pragmatic, straight-forward, and involves a multi-disciplinary approach. It represents a comprehensive and proactive approach to chronic periodontal disease, disorders of TMJ/TMD, dental occlusion, obstructive sleep apnea, headaches & facial pain, and cosmetic dentistry.

For More Information Visit

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