

Smile South Florida - Fort Lauderdale Dentist Meets Increased Demand for Cosmetic Dentistry and Extreme Makeovers



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Press Release Author = [Smile South Florida Cosmetic Dentistry](#)

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Press Release Summary = **Whether its teeth whitening, porcelain veneers, dental implants or extreme makeovers, cosmetic dentistry is becoming more popular among people looking to make a few self-improvements.**

Press Release Body = August 9, 2007—MIAMI, BOCA RATON AND FORT LAUDERDALE, FLORIDA— As cosmetic surgery and other forms of physical rejuvenation (www.cosmeticlaserynecology.com) become accessible to more than just celebrities, people are increasingly looking to cosmetic dentistry as a method of self-improvement.

A recent study reported that 92 percent of American adults think an attractive smile is an important asset.

Research conducted by **Beall Research and Training of Chicago** found that a new smile also makes people appear more intelligent, interesting, successful and wealthy to others, according to an article posted on



on http://www.aacd.com/media/releases/pr2006_09_08.aspx) the **American Academy of Cosmetic Dentistry Web site**. A social psychologist and market research professional carried out the independent study on behalf of the AACD.



Dr. Charles Nottingham, a cosmetic dentist who is the senior partner of **Smile South Florida Cosmetic Dentistry**, www.smilesouthflorida.com said he believes those statistics, due to his increasingly busy practice.

"There are so many people who are interested in appearance and self-esteem nowadays," Nottingham said. "The smile is such an important part of someone's being, that if we can improve that, we can change their whole attitude about themselves."

Whether it's teeth whitening, porcelain veneers, dental implants or extreme makeovers, many people walk through the doors of Smile South Florida looking to walk out feeling better about themselves after they receive a new, improved smile, Nottingham said.

The dentists at **Smile South Florida** deal with the basics, such as fillings and crowns, but they approach such procedures aesthetically by using ceramics, porcelains and composite resins for results that look more natural. Where family dentists once took a utilitarian approach to fillings and crowns, cosmetic dentists are concerned about the finished product and ensuring that it looks natural and doesn't create a flawed smile.

Nottingham and his fellow dentists treat cosmetic dentistry as an art form that goes beyond someone wanting straight teeth or a brighter smile. For example, he said, when putting porcelain veneers on a patient, the process involves more than simply affixing new teeth into the mouth.

A good cosmetic dentist takes into consideration the patient's lips and gums and the shape of their natural teeth, he said. Nottingham looks at the face shape and the smile and if necessary, he sculpts the gums to mold a beautiful smile.

It takes a lot of effort, but the end result is worth it, he said.

"Many people who I have worked on have cried when I've finished their work because they're so happy," Nottingham said. "That is rewarding."

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Call **Smile South Florida** today at (954) 721-6950 in Broward County, or (561) 347-7757 in Boca Raton or (<http://www.smilesouthflorida.com/files/contactus.html>) email us to schedule an appointment and learn more about the latest cosmetic dentistry techniques.

About Smile South Florida Cosmetic Dentistry

The dentists at **Smile South Florida Cosmetic Dentistry** have offices in Broward County and Boca Raton and serve patients from Boca Raton to Fort Lauderdale and Miami. They specialize in all aspects of cosmetic dentistry, including porcelain veneers, dental implants and extreme makeovers.

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