Thank you for choosing Dawson Dental for your cosmetic dentistry

Page Inside:

1. Common Treatments & Costs That May Be Recommended at Your Consultation
2. Insurance Coverage & Limitations
5. What to Expect From Start to Finish
7. Celebrity Smile Secrets Revealed
9. How to Get a Hollywood Smile
10. Why Thousands Have Chosen Dawson Dental
Spill the beans, how much is it going to cost me?

Think you’ll be paying this all at once if you opt for your ‘best’ treatment plan option? Actually, we can work with you to complete your transformation in phases to work with your budget and perhaps your dental insurance plan.

<table>
<thead>
<tr>
<th>Makeover Type</th>
<th>Treatment Involved</th>
<th>Total Cost</th>
<th>Monthly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>$1,500 - $7,500 5% discount applied with full payment upfront.</td>
<td>$125 - $625 (12 months) 0% Financing through Health Smart</td>
</tr>
<tr>
<td>Smile Restoration</td>
<td>Single tooth comfort root canal therapy, crown, filling(s) and hygiene maintenance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Smile Restoration</td>
<td>Multiple veneers, bridges, mini-implants or crowns</td>
<td>$8,000 - $15,000</td>
<td>$660 - $1,250</td>
</tr>
<tr>
<td>Full Mouth Reconstruction</td>
<td>Implants, bone grafting or gum replacement</td>
<td>$16,000, $40,000</td>
<td>$1,330 - $3,330</td>
</tr>
<tr>
<td>Invisalign Invisible Braces</td>
<td>Invisible braces-clear, removable aligners</td>
<td>$1,995 - $6,450</td>
<td>$159 - $371 (Level 1 financing not available)</td>
</tr>
</tbody>
</table>

What will your smile get you? Self-Confidence.
## Treatment Costs

### 0% Financing
We can work with you to create a new smile that fits your lifestyle and your budget using our interest-free payment plan. With an approval rating over 72%, we offer a 0% interest monthly payment plan. When you apply in our office, we can provide you with an instant credit result so you can proceed right away.

### How long will my treatment last?
With proper care and maintenance, you can expect your new smile to last a lifetime.

If necessary, we will utilize neuromuscular techniques by realigning your bite to prolong the life of your treatment. This means that if you clench or grind your teeth, you may do damage otherwise. Once your proper bite position is established, the longevity of your new smile may increase.

### Treatment Costs

#### Treatment

<table>
<thead>
<tr>
<th>Treatment</th>
<th>Option #1</th>
<th>Option #2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whitening</td>
<td><strong>Zoom 1 Hour Whitening</strong></td>
<td><strong>Take Home Whitening</strong></td>
</tr>
<tr>
<td></td>
<td>$399</td>
<td>$199</td>
</tr>
<tr>
<td>Braces</td>
<td><strong>Invisalign Invisible Braces</strong></td>
<td><strong>Metal Braces</strong></td>
</tr>
<tr>
<td></td>
<td>$4,900 (average)</td>
<td>$5,000 (average)</td>
</tr>
<tr>
<td>Crowns</td>
<td><strong>Porcelain</strong></td>
<td><strong>Porcelain</strong></td>
</tr>
<tr>
<td></td>
<td>starting at $1095/each</td>
<td>starting at $1095/each</td>
</tr>
<tr>
<td>Veneers</td>
<td><strong>Porcelain</strong></td>
<td><strong>Lumineer</strong></td>
</tr>
<tr>
<td></td>
<td>starting at $1095/each</td>
<td>starting at $1095/each</td>
</tr>
<tr>
<td>Bridge</td>
<td><strong>With Porcelain Crown</strong></td>
<td><strong>Teeth-In-A-Day All-On-4 ®</strong></td>
</tr>
<tr>
<td></td>
<td>$3,200/each</td>
<td>$24,970/per arch</td>
</tr>
<tr>
<td>Dental Implant</td>
<td>$3,500/each</td>
<td></td>
</tr>
<tr>
<td>Root Canal</td>
<td>$525-$1262</td>
<td></td>
</tr>
<tr>
<td>Gum Therapy</td>
<td>$580 - $800</td>
<td></td>
</tr>
<tr>
<td>Snap-On Smile</td>
<td>$1,295/per arch (up to 14 teeth)</td>
<td></td>
</tr>
</tbody>
</table>

All prices are based on Dawson pricing (lab fees included), which follows the Ontario Dental Association fee guide. Prior to the beginning of any treatment, a comprehensive exam and digital x-rays will be necessary.

### Cosmetic procedures that are in highest demand from people under 20:
- Whitening
- Orthodontics
- White Fillings
INSURANCE COVERAGE & LIMITATIONS

Forget about trying to fill your head with information that you know you’re probably going to forget. Give us a call and we’ll tell you exactly what you and your family are covered for. But, if you want to get a head start, read on.

Did you think you had full coverage, but still ended up paying out of pocket?

Here’s the questions you need to ask your insurance company to avoid surprises:

Do I have an annual deductible?
You and your employer are contributing to your benefits, so you assume that there would be no deductible, right? Wrong, your dental insurance carrier may require you to pay an annual deductible (usually $25 per person or $50 for the family) or a percentage of your treatment. This would be necessary the same-day as your dental visit.

What year do my benefits run on?
By knowing this information and relaying it to your dental office, you are ensuring that your patient care team can maximize your calendar year benefits.

What will your smile get you?
## Also, good to know:

**What is my maximum dollar amount per year?**

Is it combined with my major coverage? This will tell how much is allocated for basic, major and orthodontics within your plan.

**Do I have extended health/flex benefits through my company?**

### Treatment Plans

<table>
<thead>
<tr>
<th>Basic</th>
<th>Major</th>
<th>Ortho</th>
<th>Extended Health or Flex Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fillings</td>
<td>Crowns</td>
<td>Braces</td>
<td>Whitening</td>
</tr>
<tr>
<td>Root Canals</td>
<td>Bridges</td>
<td>Invisalign</td>
<td>Veneers</td>
</tr>
<tr>
<td>Extractions</td>
<td>Onlays</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scaling</td>
<td>Inlays</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Implants</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Cosmetic procedures that are in highest demand from patients 20 - 50:

- Whitening
- Porcelain Veneers
- White fillings
- Porcelain Crowns & Bridges
No Surprises!

What To Expect From Start To Finish

FREE Consultation

The doctor will assess your smile and determine the best treatment options for you. This complimentary appointment will be approximately 20 minutes.

New Patient Exam

To determine the exact treatment plan and costs, your next step will be a comprehensive exam including digital x-rays and digital ‘before’ photos.

Note that Dr. Gelfand will take your bite position into consideration as this will impact the longevity of your new smile.

Insurance Verification (where applicable)

Most cosmetic treatments are not covered by basic coverage. If you have major restorative or orthodontic coverage, a large portion of your treatment may be covered. Provide us with your insurance information when you call us to set-up your free consultation and we’ll tell you exactly what amount will be out of pocket and what will be covered by insurance at your first visit.

Treatment presentation of options

Following your new patient exam, a follow-up appointment will be scheduled to provide you with a treatment plan presentation. Your patient care coordinator will show you your doctor’s recommendations and what your custom plan will entail with good, better and best treatment options. This is your opportunity to ask any questions prior to making a decision on how to proceed.

Decide on GOOD, BETTER or BEST treatment scenario

A GOOD, BETTER and BEST treatment option is provided to you so you can make the right decision for you. Many factors come into play when making your decision: cost, time, result, etc. This decision is not to be taken lightly, which is why we are here to answer all of your questions and guide you to achieving what you want, while keeping all major factors in mind.


Condition: 2 missing teeth. Treatment: 2 Porcelain Bridges. Treatment Duration: 2 visits, 2 weeks apart.

Condition: Discoloured Teeth. Treatment: Visage Veneers. Treatment Duration: 2 visits, 2 weeks apart.
During Your Smile Transformation...

Financial Options

Many people are surprised at how affordable a smile transformation really is. Yes, the dollar amount can be a tad daunting, but when you go to purchase a new car the same is true, and it doesn't even last you a lifetime!

In-house financing is available for a 3 month term, with deposit, or interest free financing is available through HealthSmart Financial. For 6 or 12 month 0% financing, you can be approved on the spot. Who would have thought?

Determine your preferred smile style from our gallery (see side bar)

The Smile Guide Catalogue of different shapes of anterior teeth is for your input and lab communication with our cosmetic lab who will create your restorations. There are various options for you to choose from. It is a cosmetic dentist’s tool for labora-

Treatment

When you begin treatment, it often begins with impressions of your teeth which we send off to our cosmetic lab to create your restorations. After that, your doctor will determine the shade of white that is best for you and begin preparing your teeth for the restorations whether that includes root canal therapy for crowns or removing tooth structure for veneers. Once that is completed, they will artfully craft a temporary crown or veneer that you will wear for about a week until your permanent crown or veneer is completed. During this period, you may experience slight tooth sensitivity; however, it is only temporary.

Final Insert Appointment

At this appointment, your new smile will be completed. Your new restorations will be placed and your doctor will refine the details until you are absolutely satisfied with your appearance. Afterwards, your digital ‘after’ photos will be taken and you can enjoy your new million dollar smile.

Congratulations...
Now it’s time to show off!

Procedures that are in highest demand from people 50+:

- Crowns & Bridges
- Dental Implants
- Dentures
Think You’re the Only One Who Wasn’t Born with a Great Smile

**Miley Cyrus**

When you’re a young star in the Hollywood spotlight, it’s hard to do anything unnoticed. That’s why Miley Cyrus’ transformation from snaggletoothed tween to picture perfect starlet caught the attention of many fans. Now, Miley’s top front teeth are less prominent and her bottom choppers appear to be straighter.

**George Clooney**

George Clooney’s chompers are no laughing matter! The Oscar-winning actor’s attempt to round out his superstar look fell flat after he flashed a set of blindingly white chompers.

**Victoria Beckham**

For a woman who barely smiles, it’s surprising that Victoria Beckham would go to such great lengths to perfect her pearly whites. However, Posh doesn’t skimp out on anything – especially when it comes to her looks. Despite whitening her once yellow teeth, the former Spice Girls singer is said to not be a fan of her grin, thus adopting her trademark pout to cover what she reportedly calls her ‘horsey’ molars.
Celebrity Smiles

Zac Efron
Before he stole the hearts of his countless tween fans, Zac Efron looked just like an average school kid in need of braces. For only a short time, the actor reportedly wore removable braces to reduce the gap between his teeth. Add in an overly-styled hair ‘do and designer clothes, and he’s got the perfect equation for a teen heartthrob. Swoon!

Celine Dion
Before breaking out onto the music scene, Celine Dion was reportedly told to remake her image. In addition to undergoing a physical transformation, which included cutting her hair and plucking her eyebrows, Celine had her teeth capped to cover the incisors that at one time had a Quebec magazine nickname her “Canine Dion.”

50 Cent
With a hugely successful music and movie career, it’s no wonder why 50 Cent is always grinning. “I’ll show you my teeth so much you’ll get tired,” the rapper once joked about his incessant smiling.
Want a Hollywood Smile?

Dawson Offers You Three Options!

You can have a new smile instantly. In just two appointments you can boost your confidence and potentially change your life.

Dawson Offers You Three Options!

Snap-On Smile

- It fits right over your own teeth to give you a beautiful, natural looking smile—even if you have stains, chips, gaps or missing teeth.
- Impressions are taken of your smile and sent to a lab. Your new Snap-On Smile will be ready in one month.
- Best for those who want a celebrity smile, but don't have a Hollywood paycheque to pay for it.

Lumineers

- Lumineers are like veneers, but thinner. There is no freezing or drilling required. They are even reversible, so you have nothing to lose and a beautiful smile to gain.
- Impressions are taken of your smile and sent to a lab. In two weeks your custom veneers will be bonded to your teeth.
- Best for those who don’t want to alter their teeth before applying veneers.

Visage Veneers

- Visage Veneers are custom-made shells of tooth-coloured material designed to cover the front surface of your teeth to improve your appearance.
- Your teeth are prepped and impressions are taken. Temporary veneers are placed until your custom veneers return from the lab. Your custom veneers are then bonded to your teeth.
- For those who don't want to alter their teeth before applying veneers.

All three smile enhancing options will require two visits to our office, approximately two weeks apart.

At Dawson...

- See your after photo before you proceed.
- Choose your custom shade and shape.
- Receive 0% financing approval at your first appointment.
- Access your account information online, 24/7.

*Prior to starting treatment your doctor will check your bite and neuromuscular aspects to ensure longevity, which may require other treatment. Also, if you clench or grind your teeth, a night guard may be suggested to protect your new smile.
What Do You Want?

What Would You Like To Change About Your Smile?

Chipped Teeth
The treatment for a chipped tooth will vary dependent on how badly the tooth is damaged. If a chipped tooth is minimally damaged, the dentist may be able to file the tooth smooth again. Minor chips are treated with either composite or porcelain veneers. If a tooth is chipped badly or there is discomfort when chewing or drinking, the chipped tooth may need a crown. Similarly, a badly chipped tooth may also be filled. Veneers, crowns, and fillings can all be made to match existing teeth.

Crooked Teeth
Invisalign is the virtually invisible way to straighten your teeth without braces, using a series of clear, removable aligners to straighten your teeth without metal wires or brackets. Total treatment time averages 9-15 months.

Spaced Teeth
Gaps are most often closed with a veneer or a composite filling called bonding. Dentists most often use veneers to fix gaps in teeth, because they are natural looking and cover the front and sides of the teeth. Veneers are thin, shell-like coverings. They are matched to your tooth’s natural colour. Bonding is a process where a tooth-colored substance is applied to the affected teeth. The dentist will shape the bonding material to fit the contour of the tooth, filling the gap.

Discoloured Teeth
The amount of whitening products on the market is daunting when trying to decide which method is right for you. Professional whitening, is in many cases stronger and more effective than over the counter options. Go to dawsondental.ca and download our free whitening guide.

Misshapen Teeth
A dental crown is a tooth-shaped “cap” that is placed over a tooth – covering the tooth to restore its shape and size, strength, and/or to improve its appearance. The crowns, when cemented into place, fully encase the entire visible portion of a tooth that lies at and above the gum line.

I Want a Hollywood Smile
There are many treatments that can be performed to enhance your smile, your self-esteem, and your personal success. Often we can even improve your smile in just a few days!

Have you ever wondered how the doctor performs their treatment, “What exactly does the dentist do?”

To find out, visit our web site to view videos on all dental procedures.

“I believe that a person’s smile impacts their self esteem and confidence. It inspires me to know that I play a role in transforming not only a person’s smile, but also, more importantly, their life.”

Dr. Edward Gelfand, B.Sc., D.M.D., FICOI
President & Founder

1.877.943.2976
www.DawsonDental.ca