Modern trends in cosmetic dentistry and media coverage of smile makeovers have increased public awareness of dental esthetics. People now know that smile esthetics plays a key role in their sense of well-being, social acceptance, success at work, in relationships and self-confidence.

The esthetic expectations and demands of dental patients have increased substantially. Now, a glowing, healthy and vibrant smile is no longer available only to millionaires and movie stars. Therefore, many dentists are incorporating various smile design protocols in their daily practices to meet the increasing esthetic demands of their patients.

Smile esthetics
A smile is a facial expression that is closely related to the emotions and psychological state of a person. A smile is exhibited when a person expresses happiness, pleasure or amusement. It is the most important of facial expressions and is essential in expressing friendliness, agreement and appreciation.

A smile requires the coordination of facial, gingival and dental components that are stimulated voluntarily or involuntarily by various emotions. It is evident that each smile is different and particular to each individual. On the other hand, an impaired smile has been associated with higher incidences of depression.

Esthetics deals with objective and subjective beauty. Objective beauty is based on the appreciable properties possessed by the object itself. However, subjective beauty is relative to the perception and emotion of the observing person. Perception, however, in smile esthetics is based on the appreciable properties possessed by the object itself.

The survey noted that porcelain veneers cost about the same as Lamineers, a brand of teeth veneers that have become a popular part of cosmetic dentistry. Yet some dentists charge significantly more for Lumineers veneers, while others charge significantly less.

Prosthodontists in the survey reported charging several hundred dollars more per tooth veneer than general dentists.

“We never say ‘crown’ in our prosthodontic practice. Our patients come back and say they ‘just love their new veneers.’ Think about it, crowns are really full veneers,” said a Tennessee prosthodontist.

“Veneers are the best tool available for doing an extreme dental makeover,” said Jim Du Molin, founder of The Wealthy Dentist. “With veneers, patients can change the size, shape and color of their teeth, giving them the smile of their dreams.”

The Wealthy Dentist is located at www.thewealthydentist.com.

---

**Fig. 1**

What do you charge for porcelain veneers?

By Fred Michmershuizen, Online Editor

The average price dentists charge their patients for porcelain veneers is about $1,100 per tooth, according to a survey conducted by The Wealthy Dentist, a website offering continuing education and marketing resources to dental professionals.

In the survey, dentists were also asked to share their thoughts about offering veneers. Responses included the following:

- “I wish I could do them cheaper, but good lab work and planning takes time and money,” said a Michigan dentist who responded to the survey.
- “The fee is not enough for the time it takes,” said another dentist, from Mississippi. “It is a lot more complicated than a dental crown.”
- “Depending upon the number of teeth to be done, I will discount my per-tooth fee,” said an Oklahoma dentist who responded to the survey.
- “Veneers are almost always placed as multiple units of eight to 10 veneers, making a small discount per unit reasonable and still profitable,” said a North Carolina dentist.

The survey noted that porcelain veneers cost about the same as Lamineers, a brand of teeth veneers that have become a popular part of cosmetic dentistry. Yet some dentists charge significantly more for Lumineers veneers, while others charge significantly less.

Prosthodontists in the survey reported charging several hundred dollars more per tooth veneer than general dentists.

“We never say ‘crown’ in our prosthodontic practice. Our patients come back and say they ‘just love their new veneers.’ Think about it, crowns are really full veneers,” said a Tennessee prosthodontist.

“Veneers are the best tool available for doing an extreme dental makeover,” said Jim Du Molin, founder of The Wealthy Dentist. “With veneers, patients can change the size, shape and color of their teeth, giving them the smile of their dreams.”

The Wealthy Dentist is located at www.thewealthydentist.com.