check a patient’s overjet or lip position.

*Post-op views for marketing* (Figs. 13-15) – If you are confident in your photographic skills and you set aside part of your practice which can be turned into a small studio, you can take portrait or staged shots. These can be placed on your website, used in your practice literature or blown up and framed to use as artwork around your practice. If not then build a relationship with a local photographic studio to do these for you.

The BACD run various hands-on workshops for its members on photography from the basics up to accreditation standard. If you are not a member go to www.bacd.com for details of how to join and benefit from these.

**Uses of Clinical Photography**

1. As a reference for how the teeth looked at that particular point in time i.e. a medicolegal record. This is especially important before embarking on any form of restorative treatment.

2. Diagnosis and treatment planning for any case involving the anterior teeth so that you can assess the patient’s smile on a large screen.

3. Case presentation of your findings to the patient, this can even be placed onto a disc in the form of a PowerPoint presentation for them to take home.

4. Digital imaging with the appropriate software or Photoshop.

5. Lab communication for any form of diagnostic work.

*Fig. 12a*  
*Fig. 12b*

**CO-OP R8 SEMINARS PRESENTS**  
**SMILE DESIGN 2008**  
**THE ULTIMATE EXPERIENCE**

Friday 10th October 2008  
Saturday 11th October 2008  
Friday 7th November 2008  
Saturday 8th November 2008

**Venue:**  
Senior Dental Studios, 18 Bennetts Grove, Watford, Herts, WD1 7AD

**Presented by:**  
Dr. David Bloom BDS MSc  
Dr. Jay Padayache BDS MSc  
Melanie Prebble BDT EHD

**COURSE SYNOPSIS**  
- Concepts of Smile Design  
- Tooth Preparation  
- Soft Tissue Management and Laser Usage  
- Documentation of Case  
- Ocular Principles  
- Case Presentation  
- Case Preparation  
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**Further information:**  
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