

60 hours CPD!

The Advanced Training Institute  
at The Perfect Smile Studios  
now introducing

Presented by



Dr Rahul Doshi &  
Dr Bhavna Doshi

# The Ultimate Interdisciplinary & Comprehensive 7 Day Hands-on Course

Smile Design

No Preparation Veneers

Veneers/Onlays/Inlays

Occlusion

Direct/Indirect Restorations

Orthodontics

Facial Aesthetics

Comprehensive Examination

Treatment Planning

Practice Growth

Practice Management

*"Excellent well structured course, right balance of  
practical and theory. I left feeling confident to  
commence a Smile Design from start to finish"*

Dr G.M. Lowry-Carter, Dorset

The logo for The Perfect Smile Studios & Advanced Training Institute. It features a large, stylized white letter 'S' on a dark background. Below the 'S', the text 'THE PERFECT SMILE' is written in a serif font, with 'THE' in smaller letters above 'PERFECT' and 'SMILE' below it. Underneath that, 'STUDIOS & ADVANCED TRAINING INSTITUTE' is written in a smaller, all-caps sans-serif font.

THE  
PERFECT  
SMILE  
STUDIOS &  
ADVANCED TRAINING  
INSTITUTE

# Discover a Unique Experience from a Unique Hands-On Course

**Do you want to learn how to do comprehensive dentistry predictably?**

**Are you skilled enough in the important area of Occlusion to ensure your dentistry will last for many years?**

**Unique hands-on, live patient educational experience**

**Learn the Art and Science of Smile Design dentistry**

**Learn Smile Design preparation steps that follow a predictable and systematic approach.**

**The Course to transform your artistry and skills to an advanced level.**

**The Course to give you confidence doing larger treatment plans**

## **A Course Unlike Any Other**

This is an intensive 7-day Course that has been put together following the experiences of studying, implementing, and improving on the wealth of knowledge Dr Rahul and Dr Bhavna Doshi have gained in over two decades. The Course is designed to help dentists and Team members. You will learn not just management and clinical tips but everything that is important in this fast moving world of dentistry.

Learn the latest techniques in carrying out no preparation veneer work predictably.

*"Best course I've ever done"*

Dr Paul Coulthard, Newcastle

## **Develop fast track steps to have the Practice of your Dreams**

- Discover the ingredients required to have a great cosmetic Practice.
- Learn tried and tested concepts to make rapid progress.

## **Treatment planning, both aesthetic and functional**

- Hands-On Trial preparation workshop to perfect your preparation techniques.
- Really understand the Smile Design principles via treating patients Hands-On.
- Treatment Planning Sessions reviewing up to sixteen cases (8-10 units each case). You will come across and experience most type of cases e.g. crowding, diastemas, tetracycline staining, combination cases (e.g. gaps, veneers, reverse 3/4 porcelain crowns) and wear cases.

## **Veneer provisionalisation that's amazing, fast and aesthetic**

- Create final restorations that are predictable aesthetically and functionally.
- WOW patients with their temporaries ("the trial smile").
- Learn how to ensure you get accurate and precise laboratory wax-ups to make the clinical case much easier.

## **Laser Dentistry**

- Experience using soft and hard tissue lasers in treating cosmetic cases.
- Learn to use a piece of equipment that is probably as important as the fast hand piece!
- Revolutionise, transform and modernise your practice with the use of laser dentistry.
- Benefit your patients by achieving ideal gingival outlines to create better looking smiles.

## **Develop an empowered and dynamic Team**

- Your Team will learn to deliver the ultimate 5-star New Patient experience.
- The Team will get a hands-on, personalised experience with all materials and set-ups for Smile Design dentistry.
- Let your Team learn from our exceptional, highly trained Team members.

## **Stress free, fast, and predictable cementation of multiple veneers/onlays**

- Cementation principles designed for predictable and simultaneous placement of multiple units.
- Review which materials give the most predictable results.
- Become completely confident in seating veneers by doing your own cases and watching other cases.
- Learn a technique that is predictable and will not let you down!
- Learn about effective isolation with rubber dam (quick and easy techniques).

## **Occlusion**

- Learn the techniques of doing a comprehensive evaluation (including facial muscles assessment, TMJ analysis, and detailed intra-oral assessment).
- Understand the best way to use articulating papers effectively.
- Learn how to take face bow records and articulators.
- Master multiple ways of taking an accurate centric relation record after a patient has been deprogrammed with an NTI (or similar) appliance.
- Use sophisticated computerised occlusion equipment like Joint Vibration Analysis and T Scan. This will revolutionise your dentistry!

## **Finance Options**

- Develop successful financial options for greater Case Acceptance.
- Address the fears and objections that stop patients from going ahead with treatment they want.

## **Marketing – Attracting the right patients**

- Learn about cost effective and successful marketing strategies.
- Market correctly to attract the patients most suited to your Practice.
- Find out what works and what doesn't. We have tried

- everything (TV, radio, adverts, etc).
- Learn about the importance of setting an annual Budget with a detailed Marketing Plan.
- Increase your turnover by up to 20% using this simple strategy alone.

## **Case Presentation – learn the art of communicating with your patients**

- Improve your Case Acceptance by helping your patients choose the ideal treatment option for them based on their budget and priorities.
- Learn the art of non-pressurised integrity selling...the technique that ensures you maintain an ethical approach and act only in the best interests of your patient.
- Learn about the four personality traits (to significantly improve your communication with each patient).

## **Photography – The best way for a patient to understand their mouth**

- Learn the secrets of using this important marketing tool.
- Simple steps to get fantastic photographs every time (not with a point and shoot camera but with a digital SLR camera).
- Introduction to tools you cannot afford not to use e.g. PowerPoint presentation for Consultation visits, and Adobe Photoshop.

Hands-on Patient Experience – The best way of learning cosmetic dentistry, by far! Not only will you have the satisfaction of personally changing a patient's life, you and your Team will leave this Seminar completely inspired and ready to implement immediate and positive changes to your Practice.

Unique hands-on, live patient educational experience. Opportunity to see up to 8 patients with varying case scenarios being treated. Clinicians introduce their own patients, and with the detailed interactive guidance of Dr Rahul Doshi, perform hands-on preparation and cementation of approximately 8-10 anterior all ceramic restorations.

**Improve your confidence in planning, presenting and performing larger and more complex treatment plans!**

# Why Dr Rahul Doshi?

- He is the Clinical Editor of the Premium Practice Dentistry International Monthly Publication
- The Extreme Makeover Dentist (on UK Living TV)
- Inspirational, passionate and life changing speaker.
- National & International Lecturer and Director of Perfect Smile Studios and Academy
- A Dental Business Consultant & Strategist who has lead private Practices to success.
- Widely featured in the national press including The Times, Daily Mail, The Guardian, Evening Standard, Marie Claire, Tatler and International and National dental press.
- Passionate in sharing the step-by-step strategies that can be implemented immediately to make massive changes to your Practice progress.
- Keen to share a unique, advanced educational experience, where the vital clinical and non-clinical essential skills, that make the biggest difference, are discussed in detail.

*“At first I was a little apprehensive of choosing this course and type of dentistry having just qualified a couple of years ago. However, I feel very glad to have gone ahead with it and learnt so much and feel so much more confident with my dentistry and motivated to make changes in my private life. The course was especially good due to all the amazing staff members who were always there to help and were very welcoming. Thanks you all for everything.”*

Rupal Gupta – Northampton

# The Programme

The Goal is to provide an advanced educational experience for the dentist who desires to treat more complex and comprehensive restorative cases. Attendees will learn how to achieve the ultimate in beauty and function.

This Course will change your lives and that of your patients too!

This Course is strictly limited to a maximum of 8 dentists to ensure the highest quality of personal tuition

## Day 1: Case Set Up – Theory & Planning (8 hours)

- Complete examination and diagnosis of a patient utilizing several diagnostic recording and evaluation tools
- Smile Analysis: Advanced Detailed Assessment and Diagnosis.
- Phased sequencing and planning of the comprehensive case.
- Assessment and planning of Advanced Smile Makeover cases e.g. involving wear, TMJ pain etc.
- Understanding advanced preparation techniques for Smile Design Dentistry.
- Learning the correct preparation design, occlusal planning and soft tissue management of Advanced Cases.
- Making and fitting a deprogramming device for your patient to help relax the facial muscles so that an accurate diagnostic centric relation record can be taken.

## Day 2: Advanced Case Set Up – Theory & Planning (8 hours)

- Learn to create accurate and detailed pre-treatment records
- Diagnostic mock ups using composite to simulate the new smile and aid increased accuracy of wax ups.
- Taking of accurate silicone impressions.
- Facebow record, Stickbite record, Bite in centric relation.
- Digital photographs and measurements (to 0.01mm accuracy level!) of the mock ups.

## Day 3 Smile Design Principles and Treatment Planning (9 hours)

- Correct Assessment and Visualisation of Smile Design principles.
- Understanding preparation techniques for Adhesive Dentistry including crowns, veneers and onlays.
- Important occlusal principles in Smile Design.
- Selecting and using the correct burs for teeth preparation.
- Utilisation of diagnostic wax ups to achieve an aesthetic and functionally correct “trial smile”.
- Understanding gingival biotype and the biologic width.
- The use of lasers (soft and hard tissue) to enhance the gingival outlines.
- Correct impression taking for predictability and accuracy.
- Creating the ultimate temporaries to “WOW” the patient.
- Choosing the correct ceramic material for each case.
- Assessment and planning typical Smile Makeover cases e.g. crowding, tetracycline and diastema closure.

## Day 4/5 Hands-On Preparation of 8-10 porcelain restorations and Practice Management (9 hours/7 hours)

- The comprehensive hands on patient treatment session treating your own case (up to 10 anterior units).
- Each dentist will benefit from personal, detailed instruction for their own case by Dr Doshi. You will also help to diagnose the cases of other dentists.
- A full Team program with business and clinical Team training.
- Learn excellent clinical tips drawn from the Instructors’ wealth of experience.
- Breakout sessions on communication and business management concepts.
- Photography: Simple steps to get fantastic photographs every time (learn how a complex digital SLR camera can become easy to use).
- Learn how create a PowerPoint presentation.
- Marketing tips from Dr Bhavna Doshi who has a special interest in Marketing and Growing practices.
- Facial Aesthetics techniques

*“Excellent course, excellent set up, excellent teaching... A must attend course for any serious cosmetic dentist.”*

Dr Jag Shergill, Birmingham

*“This is a course that does exactly what it says it will. I now feel ready to take on some veneer smile makeovers and move my practice up to the next level.”*

Ed Moncrief, Market Harborough

## Day 6 Cementation, Anterior and Posterior Composite Restoration (9 hours)

- Learn stress free cementation of multiple veneers.
- Choosing the correct cement resin for each type of restoration; the mystery of bonding clarified!
- Understanding the elements of occlusion, which are the key to long-term success. Learn amazing techniques with different grades of articulating paper to make your adjustments precise and very controlled (i.e. not just “chasing the blue marks”).
- Correct shade taking.
- Correct preparation techniques.
- Polychromatic natural analogue build-up.
- Individualise composite restorations
- Metal, Composite and Ceramic primers.
- Finishing and polishing techniques.
- Adhesion and luting systems.
- Hands On Build-up (on models): Class IV, composite veneer, Class II.

## Day 7 Hands-On Cementation of multiple porcelain restorations (10 hours)

- Seat the final restorations on your patients and watch the magic unveil!
- This is one of the most positive experiences in the entire Course – an opportunity to sit down as dentists with Dr Rahul and Dr Bhavna Doshi and share with them your concerns in General Practice. Their experience and inspiration will be of great benefit...

Graduation from The Perfect Smile Studios and Academy.

## 60 hours Verifiable CPD Points

*“An excellent course with excellent instructors and assistants. Tailored to meet my personal needs and requirements in every way.”*

Paul Abrahams, London

## Your Road to Success Offer:

### Dentist Course Fee:

- £5927 + VAT (includes one Team member FREE OF CHARGE plus you pay only half the laboratory fees for treating the patient on the Hands On Course (for a limited period)
- £2250 + VAT Observer Dentist Fee (i.e. not treating a patient)
- £215 + VAT per day for an additional team member

### PLUS! Receive these free bonus items worth £1310 for booking no later than 10.12.10

- FREE Systems Information folder & Course Presentation Notes Value £500
- FREE Perfect Smile Bur stand with Burs Value £100.00
- FREE CD ROM of before & after photographs of all patients treated on the Course to help market to your patients Value £400.
- A handout and CD ROM showing how to increase cosmetic dentistry in your Practice Value £100.
- THREE FREE CD ROM interviews of Success Filled Strategies and Action Points Value £70 per CD. Total BONUS of £210.
- FREE Treatment Planning and Case Review of any 2 cases during or after the Course Value = total of 2 Case Acceptances when patients decide to go ahead with the recommended treatment.

### Remember Your Money-Saving Benefits:

You will make a tax saving of about £2500.00 (40% of the Course/Lab fee)

You will get the Bonus material worth £1310.00!

If you provide the patient, then you will also profit from the fees you charge for the 8-10 units of Smile Design work!

### Hurry... To Register

Remember we only allow a maximum of 8 dentists per Course (actually treating patients) to ensure the greatest benefit from this learning experience.

### We Guarantee:

This Course will motivate you and give you passion for dentistry. A life changing Course that will increase your investment on the Course multiple fold. If by the end of the first weekend you are not satisfied with the passion, the inspiration and the life changing information we have to share, we will give you a full refund!

### Course Dates & Venue

24, 25, 31 March 2011; 1, 2 April 2011; 5, 6, May 2011  
Venue: The Perfect Smile Studios and Academy  
Tel: 01992 585735

### Ways to Register:

#### Phone:

Dr Rahul Doshi on 07956 503232 directly to discuss your patient, the course and how to benefit from the course.

**Email:** care@thepfectsmile.co.uk

#### Mail:

Course Organiser, The Perfect Smile Studios and Academy,  
7/9 South Street, Hertford, Herts, SG14 1A

Please make any cheques payable to 'Dental WEALTH Builder'

*"I have spent a considerable sum of money and time on developing my clinical skills on numerous courses all over the world. The Perfect Smile has superseded any other course in its delivery and content. I would thoroughly recommend this course to any dentist that would want to elevate their dentistry to that gold star level."*

Richard Miler-White, Bedfordshire

## Booking Form

Please enroll me for The Ultimate and Comprehensive 7-Day Hands-on Course: Smile Design, Occlusion, Treatment Planning, and Exceptional Composite Restorations (60 hours Verifiable CPD Points)

And offer me FREE BONUS ITEMS worth £1310 for booking before 10.12.10

- FREE Perfect Smile Academy Bur stand with Burs Value £100
- FREE Systems Information folder Value £500
- FREE CD ROM of before and after photographs of all patients treated on the Course to help market to your patients Value £400
- A handout and CD ROM showing how to increase cosmetic dentistry in your Practice Value £100
- THREE FREE CD ROM interviews of Success Filled Strategies and Action Points Value £70 for each CD. That's a total BONUS of £210 in CD ROM material!
- FREE Treatment Planning and Case Review of any 2 cases during or after the Course

### Your Investment Only

Please choose from the following:

- £5927 + VAT (includes one Team member FREE OF CHARGE) plus only half laboratory fees for treating a patient on the Hands-on Course.  
No. of places:
- £2250 + VAT the Course fee for a Dentist Observer (i.e. not treating a patient)  
No. of places:
- £215 + VAT per day for an additional team member  
No. of places:

### Remember:

You will make a tax saving of about £2500.00 (40% of the Course/Lab fee) and you will get FREE Bonus material worth £1310!

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

E Mail: \_\_\_\_\_

Payment Method: Please debit my Visa / MasterCard / Switch / Maestro (PLEASE CIRCLE)

Card Number \_\_\_\_\_

Valid from \_\_\_\_/\_\_\_\_/\_\_\_\_ Expiry Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Issue No. \_\_\_\_\_

3 digit security number: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please send completed form to: Course Organiser, The Perfect Smile Studios and Academy, 7/9 South Street, Hertford, Herts, SG14 1A

**THE PERFECT SMILE STUDIOS AND ACADEMY  
IMPORTANT NOTE; PLEASE READ THIS**

The Perfect Smile Studios and Academy promotes postgraduate learning to continue to improve the level of skill and education of dental practitioners and Team members, in order to improve and maintain the standards of care afforded to patients.

The Perfect Smile Studios Academy and all associated companies/parts are cognizant of current GDC Guidelines and the requirement that a patient's best interests are paramount. The resources provided by the Academy will encourage you to give the best and most appropriate advice to your patients, to ensure the health of their mouths, teeth and smile.

The Perfect Smile Studios and Academy sets out to teach dentists not only certain aspects of clinical dentistry but also how to appropriately manage their business and finances, since this too is an important aspect of a running a dental practice successfully.

All advice on sales, marketing and practice growth recognises the need to act with integrity and honesty towards your patients at all times. The Perfect Smile Studios and Academy does not advocate or encourage dentists to pressurise or otherwise seek to influence patients to accept unnecessary or unwanted treatment. All advice and literature provided to your patients (in any type of format, electronic or otherwise) should comply with ethical standards. No attempts should be made by dentists to attract patients to their practices by misleading marketing techniques.

Certain ideas have been taken from other industries to illustrate marketing concepts. Any practitioner who wishes to use these techniques and concepts must do so in a way that is appropriate and adheres to current GDC guidelines.

The terms "sales" or "selling" are used only in the context of securing payment for appropriate and necessary advice and treatment, provided after careful evaluation, diagnosis and planning of treatment which is in the patient's best interests, in accordance with a dental practitioner's professional obligations.

The terms "Customer Service" and "Customer Satisfaction" denote the provision of exceptional patient care and the provision of a high standard of dentistry, with a view to establishing a solid professional relationship and delivering or exceeding expected treatment outcomes.

