

BEST FACE FORWARD ▶

Making
GREAT First
Impressions in
a Digital Age

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AACD American Academy
of Cosmetic Dentistry®



FIRST IMPRESSIONS ARE NO LONGER LIMITED TO FACE-TO-FACE ENCOUNTERS. IN TODAY'S DIGITAL WORLD, FIRST IMPRESSIONS ARE OFTEN MADE ONLINE, BEFORE SOMEONE EVEN MEETS YOU IN PERSON. IN EITHER CASE, SHOWCASING A WINNING SMILE IS THE KEY TO MAKING A POSITIVE FIRST IMPRESSION.



Actual patient of AACD Accredited Member, John Rowe

The American Academy of Cosmetic Dentistry (AACD) collaborated with three national experts who help people put their best face forward every day.



- 1 Lifestyle photographer Dale Stenbrotten with ArtistGroupPhotography.com, shares insights on how to create the most effective visual image for personal branding.
- 2 Social media expert Ashley Thiesen Caldwell, owner of [The Modern Connection](#), focuses on how to build a dynamic online profile across social networks.
- 3 [Margery Sinclair](#), etiquette expert and author of "A Year of Good Manners," offers the do's and don'ts of personal and professional etiquette.

“ You only get one chance to make a positive first impression. And in our fast-paced, technology-driven world, more people are getting their first impression of you online in profiles and pictures. The smile is our area of expertise, and AACD dentists make it easier for anyone looking for a job or a new relationship to put their best face forward. ”

**DR. RON GOODLIN,
AACD PRESIDENT**

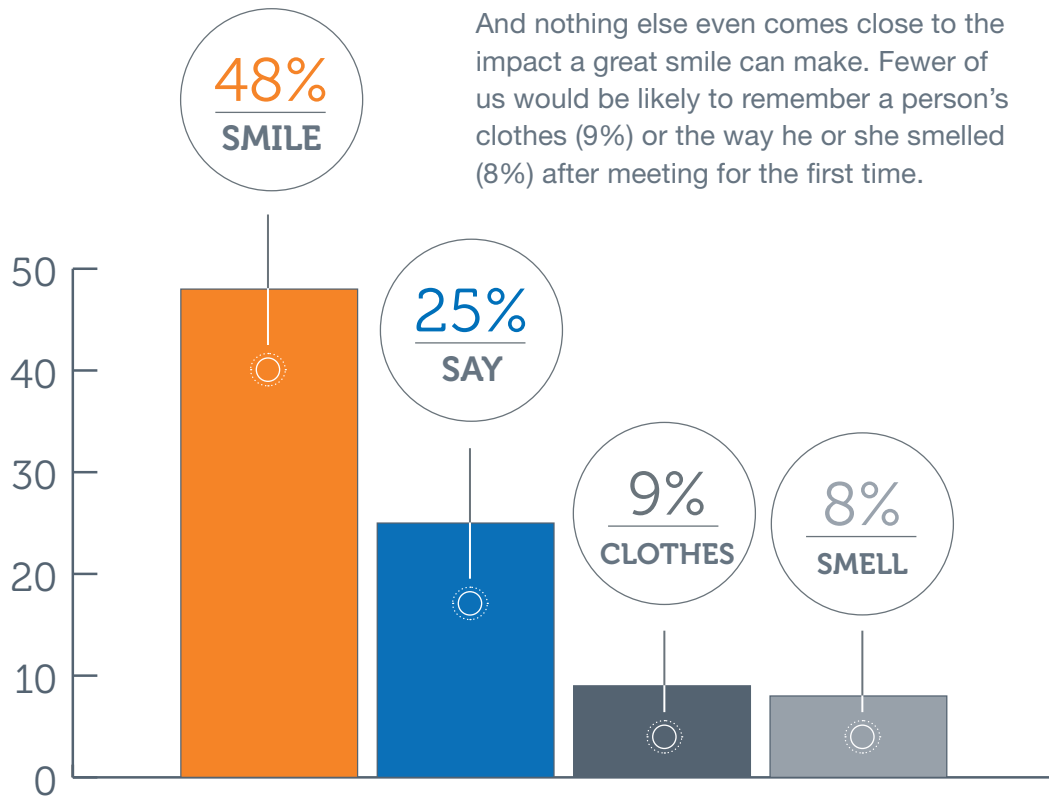
SMILE YOUR WAY TO SUCCESS



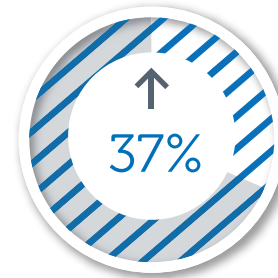
SMILE YOUR WAY TO SUCCESS

Why is a smile so important to make a great first impression? In a survey conducted by Kelton Global for the AACD, nearly half of adults (48%) believe that a smile is the most memorable feature after first meeting someone—more so than the first thing a person says (25%).

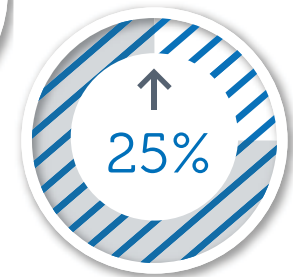
And nothing else even comes close to the impact a great smile can make. Fewer of us would be likely to remember a person's clothes (9%) or the way he or she smelled (8%) after meeting for the first time.



LESS ATTRACTIVE



LESS CONFIDENT



A FLAWED SMILE

HAS AN IMPACT

The way teeth look in a smile matters, too. People with a flawed smile are seen to be less attractive (37%) and less confident (25%) than those with perfect teeth.



BEFORE



AFTER

Actual patient of AACD Accredited Fellow Member, Thomas Oppenheim

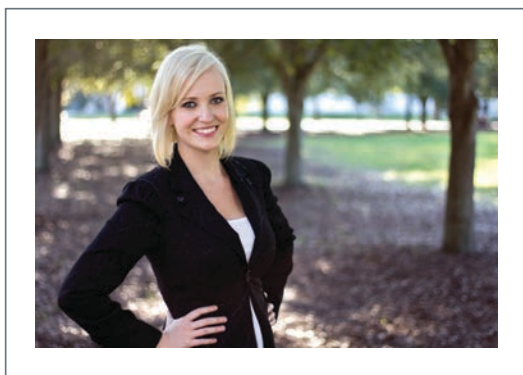
THE POWER OF PERCEPTION



EVEN BEFORE PEOPLE MEET YOU, THEY'RE CHECKING YOU OUT ONLINE.

“ People’s perceptions of you are based on the information you share on social media. ”

Ashley T. Caldwell, owner of Charleston, South Carolina-based social media firm The Modern Connection.



It’s important to maintain a consistent profile picture on social media sites that use a feed (LinkedIn, Facebook, Twitter, Pinterest, Instagram, Foursquare). Social networking is a visual medium; take steps to ensure that your entire online presence is consistent and branded.

YOU ARE WHAT THEY SEE CAREER ADVICE:

If you are in business, use a profile picture that is neither stuffy nor sexy. It should be used consistently across business platforms so people will immediately associate you with your photo.



“ You can control your image and have the power to control perceptions. ”

Recruiters, human resource executives, and college admissions personnel increasingly use social media to help vet potential hires and student candidates.

Many times, they will review these sites before calling a candidate for an interview. If you have a well-branded social presence, consider adding the links to your resume or cover letter to ensure they’re finding the right profiles and to encourage interaction.

Try a Google search for your name and see what comes up; these results might be the first impression someone has of you. Use this search to help filter and clean up your social media presences.

CAREER ADVICE

JOB HUNTING

If you're actively seeking employment, it's essential that you have a complete, professional LinkedIn site with a photo. Additionally, a blog and Twitter presence will help give a little insight into your personality and communication style. These sites help make a great impression and show your personal ambitions.

THOUGHTFULLY POSTING

Keep in mind that while social networking profiles are based on the most up-to-date content, people can often view past information you've shared. At any point in time, someone can find your profiles and make a judgment based on their findings. Before posting anything, assume it can be taken out of context.



Actual patient of AACD Accredited Fellow Member, John Weston

OTHER FIRST-IMPRESSION

TIPS:

- 1** Social media profile pictures should be tasteful, appropriate, and clearly represent who you are. However, they do not need to be professionally taken.
- 2** **YOUR PROFILE PICTURE SHOULD BE OF YOU!**
Don't use your social profile pictures to show yourself as a baby, feature your cute kitten or puppy, or show your child's progress from birth to preteen.
- 3** **ASK YOURSELF: WOULD I WANT MY GRANDMA TO SEE THIS PICTURE?**
A profile picture is the first thing that most followers see when they visit your social networks. Often, it's one of the only things they'll see, depending on your privacy settings. Resist the urge to update your profile picture to show how much fun you had last weekend because it may give the wrong impression to someone who hasn't personally met you.

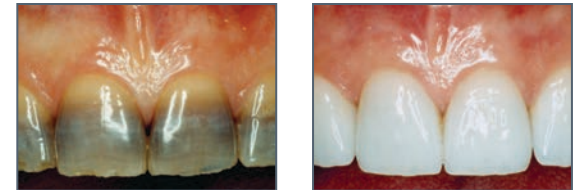
FIRST-IMPRESSION TIPS



HOW WOULD YOU REACT IF THE IMAGE WENT VIRAL?

Social networks have become more image focused and will only continue to grow in this capacity. From networks that specialize in image sharing—Instagram, Pinterest, Tumblr, Flickr—to networks that are integrating more photo-sharing capabilities, the visual elements of social networking are some of the most viral. It's important to keep that in mind as you upload any image to a social network.

Actual patient of AACD Accredited Fellow Member, Thomas Oppenheim



BEFORE

AFTER



PENNY PINCHING?

Teeth whitening remains one of the most economical ways to enhance your appearance.



3 OUT OF 4 ADULTS

feel an unattractive smile can hurt a person's chance for career success.

KEEP YOUR TEETH WHITE AND BRIGHT BEFORE YOU TAKE YOUR PROFILE PICTURE!

Ask your dentist about which whitening treatment might be best for your smile. Some patients' teeth are best treated with in-office procedures, while other patients see great results with take-home treatments, like whitening trays. An AACD member dentist can help you choose the best option.



“ Smiling with teeth is always better than without, but it’s not critical to a great photo. ”

A PICTURE-PERFECT, AUTHENTIC SMILE



THE KEY INGREDIENT TO A WINNING IMAGE IS TO CAPTURE A POSITIVE, APPROACHABLE ENERGY THAT MAKES PEOPLE FEEL GOOD ABOUT YOU.

More than 20 years of experience has taught Dale Stenbrotten, co-owner and lifestyle photographer at ArtistGroupPhotography.com, with offices in Chicago, Miami and L.A., that self-portraits should be tasteful. A real smile is believable and makes the viewer

feel confident that the subject in the photo is telling the truth and is comfortable in his or her own skin.

A memorable photo should convey a dynamic energy that makes people want to meet you, whether it’s for a new job or networking opportunities.



If you want an exceptional photo, the eyes should ‘smile’ too by being genuinely happy, not just faking a smile.



Dale Stenbrotten, co-owner and lifestyle photographer at ArtistGroupPhotography.com



ON FINDING A PHOTOGRAPHER, WHAT TO WEAR, AND MORE



FINDING A PHOTOGRAPHER WHO CAN CAPTURE YOUR BEST IMPRESSION IS NOT ALWAYS EASY.



There's a **great online nationwide source** for pro photographers. Shop around, compare services and price, and then ask for referrals from your top picks. Keep in mind that above all, your photographer should be flexible and easy to work with.

COMMUNICATION

Achieving great shots is all about communicating your needs. Find photo ideas you like online and send them to your photographer who can get a sense of your style before your photo session. The photographer can plan the shoot around your ideas and find appropriate locations to match.

CUTTING EDGE

Trends for headshots are all about being creative, artistic, and interesting, but tasteful. Great photos should stand out and catch people's attention in a positive way. If the image is too unusual or makes the potential client uncomfortable, the photo does more harm than good. The image should be relaxed, fun, and modern.



HOW OFTEN SHOULD PROFILE PICTURES BE UPDATED?

Timing varies from person to person and depends on the individual. If the photo seems dated or just doesn't look like you anymore, it's time to get a new one.

WARDROBE IS VERY IMPORTANT



HERE ARE THE BASICS:

AVOID LIGHT COLORS,

particularly white, as well as very bright colors and busy patterns. Light colors will make you look larger and will make you stand out in a group; dark colors make you look thinner. Avoid wearing light pants or skirts with dark tops. The eye naturally goes to the lightest area in a picture, drawing attention to the lower half of the body.

Actual patient of AACD Accredited Fellow Member, Thomas Oppenheim



MAKEUP

can make or break a photo session. Take some snapshots of your trial run to see how the makeup looks on camera. Most people are not used to photo makeup and feel it is too much; however, most professional makeup appears lighter in photos than in person. It might make you look “fabulous” on film.

THE BEST COLORS TO WEAR

are warm earth tones, such as soft shades of brown, blue, and green. Black is also good. Solid colors are best without busy patterns, large logos, or graphics. Bring several outfits to the shoot so that the photographer has options to choose from. Consult with your photographer in advance to bring the type of clothes that fit the location and concept of the shoot.

MORE PHOTOGRAPHY TIPS >>



BACKGROUNDS

VS BACKDROPS

Backgrounds that are shot on location tend to be more realistic, and if shot artistically, they can add a photojournalistic feel. Studio backdrops are usually better if you are looking for a clean, simple, professional effect.

SELLING YOURSELF

Avoid sending a mixed message with your photos. If you are doing a shoot for LinkedIn, keep it professional. For Facebook, you can have more fun—don't be afraid to push the boundaries a little. Your photos should reflect your style, but keep your audience in mind. Create a look that sells you to your potential client.

COLOR PHOTOS OR

BLACK AND WHITE?

It depends on what works best to make you stand out in an artistic way. Try both options and see which one communicates the right message to your audience.

KNOW THE RATES AND RIGHTS

All fees and rights to the images should be in writing and upfront. Never shoot with a photographer who will not give you a rate and rights upfront.

TO ENHANCE

YOUR SMILE

in photographs, moisten your lips and teeth to keep your smile looking bright. For females, wearing red lipstick can also make teeth look whiter.



PUT YOUR BEST SMILE FORWARD



FIRST IMPRESSIONS ARE MADE IN THE FIRST 10 SECONDS.

“You don't get a second chance to make a first impression.”

Margery Sinclair, nationally known etiquette expert and author, whose business experience and world travels have influenced her etiquette classes.



People form an opinion about your economic level, your educational background, and your social position based on what they see and hear.

“Besides smiling with your mouth, a twinkle in your eyes expresses a look of enthusiasm.”

FIRST IMPRESSIONS AND YOUR APPEARANCE

The three most important factors in your appearance are your smile, your posture, and your weight.



If people are looking at you, it's generally for one of three reasons:

- You are behaving inappropriately.
- You are dressed inappropriately.
- You look fabulous!



FIRST IMPRESSIONS AT A JOB INTERVIEW



EMPLOYERS TEND TO HIRE IN THEIR OWN IMAGE.

DRESS TO FIT IN

Even if you like to “stand out” socially, dress to “fit in” for the interview. If you’re not sure what to wear, ask when you set the appointment: “How corporate or casual is your dress code?”



BE AWARE OF MIRRORING

If the other person leans toward you, nods his head during the conversation, or responds to your gestures by mirroring them, chances are you’re creating a positive image. But if he stands at a distance (more than an arm’s length away), folds arms across his body, and interrupts or finishes your sentences, you may not be making a valuable impression.

DON’T BE LATE

It is discourteous, and people think you don’t value their time. It’s difficult to arrive exactly on the minute, so plan to be early. Then you can catch your breath, wash your hands, and appear calm and poised.

OTHER FIRST-IMPRESSION

TIPS:

- 1 Grooming trumps clothing. You won’t get style credit if the right clothes are stained, wrinkled, or don’t fit.
- 2 Dress as though you were going somewhere better...later.
- 3 Casual Fridays have become the norm in many offices. In some settings, jeans are never appropriate. But in other places, dark denim (unripped) looks right. When in doubt, dress better than what the situation calls for.

DO YOUR HOMEWORK

Research the restaurant in advance. Don't take a date somewhere you've never been.

OFFER CHOICES

Don't ask your date, "Where would you like to eat?" Have two convenient restaurants in mind, then ask, "Do you prefer Thai food or a steakhouse?"

BE SURE TO EAT

Have a snack before the date. You know not to drink alcohol on an empty stomach, but a little food can also help stabilize your blood sugar levels and your mood. Try whole grain toast or some yogurt.

SMILE

Put on a happy face. It's hard not to smile back at someone who is smiling at you. It's an accomplishment when you make the other person smile.

FIRST IMPRESSIONS ON A FIRST DATE



AVOID EMBARRASSMENT

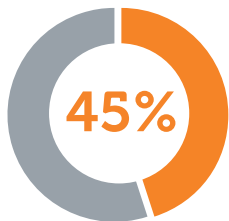
Nothing is worse than having a food particle lodged between your teeth when trying to make a positive first impression. Carry a travel-sized toothbrush, toothpaste, and dental floss to keep your teeth clean after eating or drinking.



WHY SMILES ARE IMPORTANT TO ATTRACTIVENESS



STATISTICS REVEAL THAT WE PLACE A HIGH VALUE ON OUR SMILES. ACCORDING TO RECENT AACD RESEARCH:



Nearly half (45%) of us agree that a smile is the most attractive feature people have, no matter how old they are.



When respondents were asked, "Would you spend money to hide or correct aging flaws?" More than three in five (62%) answered that they would spend their money to maintain the quality of their teeth.

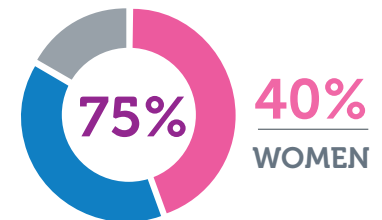
60%
SMILE



FUN FACE FACT

Architecturally speaking, did you know that a smile composes 60% of the weight of the face? That's why a smile creates an immediate, subconscious, visual impact on people you meet.

35%
MEN



More women than men (40% versus 35%) agree that an imperfect smile makes someone less appealing than a person with a perfect smile.

TEETH WHITENING TO BRIGHTEN FIRST IMPRESSIONS

While there are many cosmetic dentistry approaches to improving a smile, teeth whitening remains one of the most economical ways to enhance your look. If a more dramatic smile improvement is needed, porcelain veneers, dental bonding, and short-term orthodontics are other popular methods that reshape teeth and provide a more memorable smile.

Whether you are seeking consultation for whitening, veneers, bonding, or orthodontics, communicating with **your cosmetic dentist** is an important first step in deciding which treatment option and amount of whitening is needed.

Dr. Milnar is also an instructor at AACD, which teaches “natural esthetics.” A natural smile is actually polychromatic—a nuanced combination of colors. Over-whitening causes the teeth to become more monochromatic and opaque, which can make teeth look artificial.



BEFORE



AFTER



Actual patient of AACD Accredited Member, Ed Lowe

“ Tooth colors need to be in harmony with the skin tone and whites of the eyes. People whose teeth are ‘Hollywood white’ can be distracting because you tend to look only at a person’s teeth and not at their whole face. ”

**DR. FRANK MILNAR,
AN AACD ACCREDITED
COSMETIC DENTIST
FROM MINNESOTA**

THE ARTIST AT WORK: PORCELAIN VENEERS AND DIRECT BONDING

Whether your teeth need a small amount of work or a major overhaul, look for a cosmetic dentist who works with a variety of materials and techniques because each patient has different needs. There is not a “one product fits all” in cosmetic dentistry.

The following provides an overview of two techniques dentists commonly use to create a perfectly natural-looking smile.



PORCELAIN VENEERS



BEFORE

AFTER

Actual patient of AACD Accredited Fellow Member, Betsy Bakeman

You'll often hear people say that celebrities have veneers. While this may seem like the best way to replicate picture-perfect teeth, each mouth is different and veneers need to be carefully researched.

Veneers are thin pieces of porcelain used to re-create the natural look of teeth, while also providing strength and resilience

comparable to natural tooth enamel. It is often the material of choice for those looking to make slight position alterations or to change tooth shape, size, and/or color.

For teeth that resist whitening, veneers can make even the darkest teeth appear bright white.

DENTAL BONDING



Bonding is a popular treatment option because it provides a successful attachment between the filling material and the tooth's original enamel and dentin. It looks like the original tooth and functions like it as well.

Tooth bonding is used in several different ways, but is probably most useful for repairing chipped teeth. Bonding materials (high-density, modern plastics called composite resin) and porcelain are more natural in color and can be designed to perfectly match the surrounding teeth, making it difficult to discern there ever was a broken tooth.



BEFORE



AFTER



BEFORE



AFTER

Direct composite bonding is used to re-create a smile in an additive manner, where little or no tooth reduction is needed. Direct bonding, in the hands of a skilled operator, is less costly than porcelain veneers and crowns and can be long-lasting with proper maintenance.



Actual patients of AACD Accredited Member, Kevin Brown

SHORT-TERM

ORTHODONTICS



Your cosmetic dentist may have some orthodontic options available to straighten your teeth, ranging from conventional braces (with wires and brackets) to invisible braces (clear orthodontic aligners). Each method ranges in price and treatment length, and will vary by patient. Ask your cosmetic dentist which treatment is right for you.

Clear orthodontic aligners can straighten a dental patient's teeth without the wires and brackets of traditional braces. The aligners consist of a sequence of clear, removable trays that fit over the teeth to straighten them. Each tray must be worn by the patient for a specified amount of time, usually around 20 hours a day for



two weeks before the patient can progress to the next tray. In most situations, the aligners can straighten teeth in anywhere from six to 18 months. Clear orthodontic aligners are suitable for patients with mild or moderate crowding, or minor spacing issues. They may not be appropriate for patients with severe crowding or spacing. While the aligners can correct a mild malocclusion, patients with severe underbites, overbites, or crossbites may require more advanced orthodontic treatment.

Your best first step in making a winning first impression is visiting an AACD member cosmetic dentist. To locate one near you, visit www.MyAACDdentist.com.

ABOUT THE AACD



Since 1984, the American Academy of Cosmetic Dentistry has been dedicated to advancing excellence in comprehensive oral care that combines art and science to optimally improve dental health, esthetics, and function. With more than 6,800 cosmetic dental professionals in 70 countries worldwide, the AACD fulfills its mission by offering superior educational

opportunities, promoting and supporting a respected Accreditation credential, serving as a user-friendly and inviting forum for the creative exchange of knowledge and ideas, and providing accurate and useful information about cosmetic dentistry as well as its impact on oral health to the public and the profession.

