

27th Global Summit and Expo on

## DENTAL MARKETING

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## In the zone illusion in dentistry da Vinci concept

Optical illusions are everywhere, going largely unnoticed in our daily lives. The water puddles on the road during hot afternoons. The moon appearing large in horizon and smaller overhead. The sensation that the car is moving during a drive-in car wash. And yes, not even the dental office is safe from the power of illusion. Aesthetic dentistry is not only about creating balance and harmony within a smile, but also has much to do with creating the illusion of perfection by using various dental materials and techniques. In the modern practice of dentistry, it is no longer acceptable to just repair individual teeth. Increasingly more patients are demanding a final appearance that is not only physiologically and mechanically should but also aesthetically pleasing. The smile analysis process begins at the macro level, examining the patient face first, progression to an evaluation of the individual teeth, and finally moving to material selection consideration.

## **Biography**

Mohammad Ahmed Shams has done diploma in dental implant London. He has done post-graduate studies University of Paris, France. He is an Active Member of the American Academy of Cosmetic Dentistry. He is an Assistant Professor of perio-implant international specialized in cosmetic dentistry.

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