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dentistry beauty & science

interview

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Dr Sushil Koirala

Editor-in-Chief



Welcome to the first 2021 issue of *cosmetic dentistry*

Last month, we celebrated World Oral Health Day on 20 March, the theme for 2021–2023 being “Be Proud of Your Mouth”. Customarily, we have acknowledged and highlighted the message to brush twice daily, floss at least once a day and visit the dentist regularly. We have tried to make healthy mouth habits a cornerstone of the reduction of oral disease burden in society. However to be sure that the objective of celebrating World Oral Health Day is met, we have to raise the general consciousness level of people regarding their oral health. Healthy mouth habits have to be understood by an individual in relation to his or her compassion for his or her health and himself or herself in that the outcome of being aware is much impactful than the outcome of merely being informed. Thus any piece of information sent out cannot have a meaningful impact if it does not have an approach that enhances the self-compassion of the recipient. It is only when an individual is compassionate to himself or herself that he or she can improve his or her quality of life and lead a truly happy life. It is interesting to note that daily toothbrushing has not yet been promoted as an activity of self-compassion and happiness in order to achieve optimal oral health and promote quality of life. We have always focused on the mechanical (removal of dental plaque) aspect of toothbrushing and not on its potential to have a meaningful and positive impact on the person’s mind and happiness as well.

The COVID-19 pandemic and its global impact have further ingrained in me, as a clinician who has practised for almost 30 years, the essence of the Vedic Smile philosophy—the body seeks health and the mind happiness, and the only path to satisfying both is by being in harmony with nature—that I have been practising since early

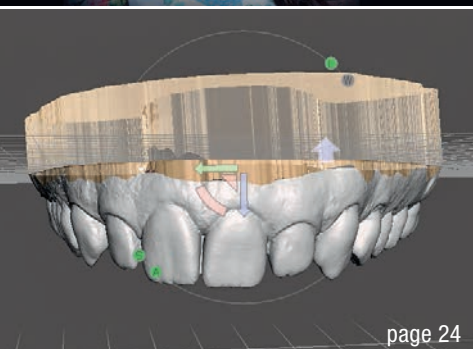
in my dental education. The three-month lockdown period due to COVID-19 in Nepal gave me an opportunity to understand the power of a simple toothbrushing activity and how it can be incorporated as a meditative technique to instil awareness and compassion by making it a good practice in the daily lives of children and adults. We all can imagine the negative impact of COVID-19 on the emotional health of children, adults and especially senior citizens globally, and it has been proved by multiple scientific studies that emotional health and happiness can be enhanced by simple healthy habits. I firmly believe that toothbrushing can be an excellent act for the enhancement of mental health along with augmentation of oral hygiene.

Thus, with this notion in mind, I have designed a simple and effective protocol which will be known as the meditative toothbrushing technique (MTB). I believe that this protocol will help practitioners both to keep mouths clean and to promote happy minds. I have decided to work for the *future* and the future is the *children*. The Punyaarjan Foundation (www.punyaarjanfoundation.org.np) has decided to run an MTB school programme as a charity project to promote awareness and self-compassion among children so that good oral hygiene becomes a habit.

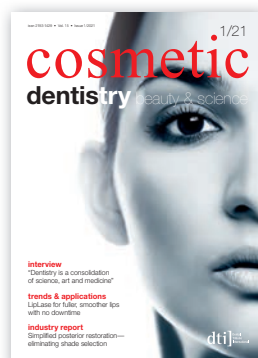
Through this editorial, I would like to appeal to all our readers who also believe that children are the future, to join hands to help our children be healthy and happy.

Sincerely,

Dr Sushil Koirala
Editor-in-Chief



Cover image courtesy of Fotona
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Celebrities' Smile Makeup—the MiCD way

Dr Sushil Koirala, Nepal

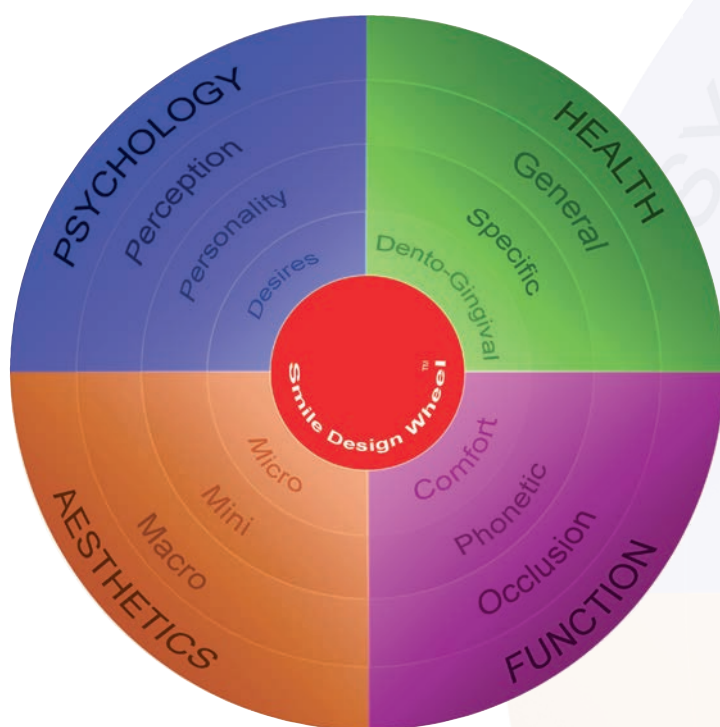


Fig. 1: Smile Design Wheel, showing four key components of smile design.

Introduction

In today's beauty-adoring society, most people have the desire to look and feel their best, since facial and physical appearance have a crucial role to play in an individual's self-esteem, happiness and eventual success. It is undeniably human nature to attribute positive personality characteristics to attractive individuals, and such people customarily receive favourable treatment in a variety of situations.¹ Beauty is subjective and difficult to delineate, as it lies in the eyes of the beholder, and the same applies to a beautiful smile. A substantial amount of research has suggested that smiles are powerful social forces that positively influence interpersonal judgements in innumerable ways. In global business, beautiful smiles are widely used as a marketing tool to produce positive impressions among fans and other consumers.

Service with a smile is an established mantra in customer relationship management,² and smiling faces are omnipresent in advertisements.³ It is therefore certain that contemporary celebrities in different fields desire attrac-

tive smiles that suit their personalities and professions. In the modern world, social media has become the overarching tool for self-promotion and marketing, and it is now a platform whereby fans follow celebrities, causing them to be increasingly self-conscious of their smiles and beauty. This vicious cycle of celebrities' desire and need for beauty and their glamour business have fuelled the growth of the smile beautification business in dentistry. This article mainly focuses on smile enhancement of social media celebrities using the Smile Makeup protocol developed by the author, based on his established minimally invasive cosmetic dentistry (MiCD) concept and treatment protocol.⁴

Who is a celebrity?

This question seems simple, but the definition of "celebrity" may confuse many, as there are varieties of celebrities in the society, and the last century has witnessed a dramatic shift in the definition of "celebrity" in terms of cultural and social acceptance. Celebrity status is accorded to someone who is known for being well known,⁵ and the dictionary definition of a "celebrity" is "a person who is famous";⁶ in summary then, a person who is recognised by the masses for his or her popularity is considered a celebrity. From a psychosociological perspective, celebrities are usually presented as role models, and it is a normal part of life development for people to model themselves on their favourite celebrities as part of the process of identity exploration.^{7,8} Basically, celebrities have three important societal aspects in common. First, they are well known for being well known within their realm; second, they appear to hold some influence over the public consciousness; and third, they come from all walks of life, so they may be successful business leaders, athletes, actresses, politicians, scientists, authors and musicians, among others.

Celebrity categories

In the past, celebrities used to receive coverage through traditional media such as the press, film and TV and had little direct connection to or communication with their fans and followers. However, with the advent of Internet-based media, people now can bypass the entertainment, press and TV industries and launch themselves as celebrities through the use of social media, including YouTube, Facebook and Instagram. Free social media

platforms have made available the opportunity to become a celebrity even to ordinary people, and the trends of “celebritification” have become more pivotal to our culture than ever before. The author classifies his cosmetic dentistry-seeking celebrity patients into two categories in order to manage their treatment in a stress-free, comfortable and confidential manner.

Traditional media celebrities

These are celebrities in core and constant areas such as entertainment, sports, politics, religion and business who have worked strenuously to gain recognition, whose journey to fame has been characterised by persistence, and who are widely popular among people in their own country and/or internationally. These celebrities are frequently highlighted through traditional media such as press, film and TV. Even though these celebrities have their own social media networks, they generally do not interact on a personal level with their fans, followers or audiences and prefer to separate their professional and personal lives. When accepting celebrities in this category for cosmetic dentistry treatment, the clinician must consider that these people are very busy and demand extra attention, such as exclusive scheduling, super comfort, supreme confidentiality and faster treatment modalities. Generally speaking, the day-to-day business of cosmetic dentistry of the clinic cannot fully rely on this category of celebrity, since there are limited numbers of such celebrities in any given society.

Social media celebrities

These are a new kind of celebrity in the contemporary global market. They are groomed or self-created and have become popular using social media networks. Unlike traditional media celebrities, these celebrities focus on developing direct connections with their fans and are active in engaging in an interactive dialogue on social media, fostering the illusion of a personal connection. They believe in self-marketing and promotion, creating personal brands, and invest considerable time in managing their profiles, ensuring that their photographs, comments and videos are in line with their overall brand image, either personally or through their supporting team. Owing to their constant social media activity, these celebrities are now evolving into a wonderful market for cosmetic dentists around the world. Although there is no precise means of categorising social media celebrities in the market, to understand the possible social influences of cosmetic dentistry-seeking celebrities, the author classifies social media celebrities into four levels based on their social media followers and fans (Table 1).

Celebrities' domains

In order to become known in a society, a person needs to possess some extra value in his or her domain. From an MiCD practice management point of view, the qualities of traditional media and social media celebrities are



Fig. 2: Smile Makeup brand logo.

divided into four main domains to help MiCD clinicians understand the perceptions, ego and emotions of the celebrity being treated.

Attractiveness: In this domain, look, acting, voice and style are considered core virtues, and celebrities from entertainment industries like film, modelling, music, acting, fashion, beauty pageantry and TV fall under this domain. The celebrities in the attractiveness domain develop and manage their fan bases through deliberate self-presentation using a variety of traditional media like press, TV and social media; hence, they are very sensitive regarding their facial and smile appearance and always covet the best beauty and style to enhance their popularity.

Expertise: Knowledge, skill, experience and qualifications are considered the core strengths of this domain; thus, famous people in sport, science and technology, business, management, finance, fine arts and literature fall under this domain. Depending on their public contact and followers, the celebrities in this domain may also be sensitive regarding their facial and smile appearance but not to the same extent as celebrities in the attractiveness domain.

Trustworthiness: In this domain, genuineness, reliability, trustworthiness, honesty and other similar ethics and inner qualities are deemed key strengths. The celebrities in this domain earn their fame and popularity from ethical business, humanitarian work and deeds; hence, facial beauty and smile aesthetics may not be among their highest priorities.

Contrived: This is actually a pseudo celebrity group that does not possess any common trait; however, they are popular or visible in the traditional media or may have

Social media celebrity levels based on their number of followers

Mega SM celebrity: more than a million followers

Macro SM celebrity: between 100,000 and a million followers

Mini SM celebrity: between 25,000 and 100,000 followers

Micro SM celebrity: between 5,000 and 25,000 followers

Table 1

Celebrities' Smile Makeup

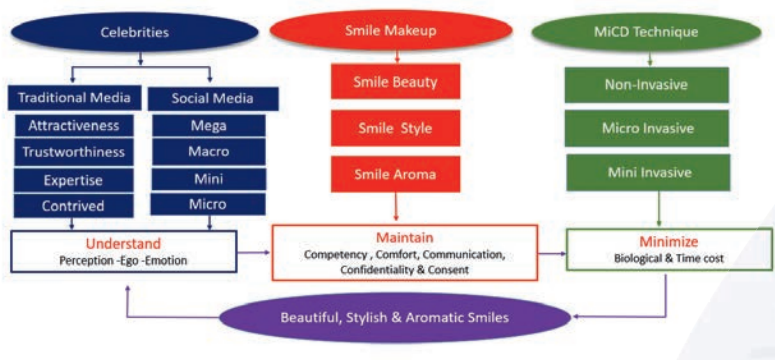


Fig. 3: Celebrities' Smile Makeup.

a huge number of followers in social media just because they have close association with other celebrities and involvement in their activities. These self-proclaimed celebrities generally have high egos and demonstrate fake emotions. Hence, practising cosmetic dentists should take extra precaution in communication and dealing with celebrities of this domain.

Treating celebrities: MiCD five Cs requirements

Naturally, a person's success, high popularity, fame and ability to influence public consciousness brings about positive or negative changes to that person's perceptions, personality and desires. Depending upon the domain of the celebrity and the level of his or her popularity and public influence, the type and sensitivity of changes vary. In this article, the author focuses on celebrities in the attractiveness domain, and his 25 years' of experience in treating multiple categories of celebrities and high-profile patients has revealed that those in the attractiveness domain are very stressed, are unaware of the value of natural tooth structures and their beauty, and generally have a biased perception of facial and smile aesthetic trends, desiring physical beauty, even if unrealistic. However, in terms of emotional expression, the author has found that the majority of these celebrities are emotionally weak and fragile in nature and are actually confused as to what they want. Hence, the author suggests that a clinician must meticulously understand the psychological components (perception, personality and desire) of the Smile Design Wheel (Fig. 1)⁹ for these celebrities in depth and handle them with care and compassion. Treating celebrities does not necessarily mean beautifying their smiles alone, but also enhancing their emotions positively and bringing some happiness into their lives through dentistry.

It is quite natural for a cosmetic dentist to be excited when a celebrity visits his or her practice seeking cosmetic treatment. However, sometimes treating celebrities

may become stressful and frustrating and may even fail if the five Cs requirements of MiCD are not met during treatment.

Competency: The first and foremost component is competency. Evaluating your own and your team's clinical competency level in handling cosmetic dentistry cases of high-profile celebrities is very important before you accept their case for treatment in your practice. If you think you and your team do not have the requisite competencies, then it is your ethical, professional and commercial responsibility to invite suitable experts into your practice or to refer the celebrity to a practice that has the capability so that the celebrity can receive the best possible treatment. Another key area is treatment planning, because any overtreatment or over-ambitious treatment planning proposal may backfire on your reputation and business in the long run. Always keep in mind the possible biological, technical and skill limitations that may force you to modify the treatment planning at the execution level.

Comfort: Comfort and celebrities go hand in hand, and celebrities generally desire an exclusive appointment schedule, the most comfortable physical environment, careful handling of their egos and emotions, painless treatment procedures, a reduced number of clinical visits and timely completion of treatment. Hence, if you think you cannot fulfil these universal celebrity desires at your practice, then it is wise to explain these issues clearly to the celebrity or his or her representative in advance.

Communication: Communication in cosmetic dentistry plays a vital role in treatment success and patient satisfaction. In this regard, the author suggests using the Smile Design Wheel and considering the psychological (perception, personality, desire), health (general, specific, dentogingival), functional (occlusion, phonetic comfort) and aesthetic (macro, mini, micro) factors during communication and smile design. Always ensure that your patient understands the possible aesthetic outcomes, invasiveness (biological cost), required time and financial cost of the treatment procedures. Clarifying his or her smile aesthetic outcome after treatment for the patient in advance is crucial and helpful for better communication. There are a number of methods that you can use to communicate this once you have done your treatment planning, such as Quick Smile Design (direct aesthetic mock-up), digital aesthetic mock-up using suitable dental software, laboratory-fabricated indirect smile trial and a combination of the aforementioned procedures.

Confidentiality: This is the basic right of any dental patient. However, in the case of celebrities, the clinician needs to be especially cautious, since many of them do not want it known that they have visited a dental clinic and undergone cosmetic dentistry treatment to enhance

their smiles. Hence, one should be very careful and obtain the necessary permission before capturing photographs of celebrities in the clinic areas and before posting to your social media channels. It is the author's personal view that placing too much emphasis on celebrities' visits to the practice may disturb other patients' egos and emotions and may negatively impact on the ethical principle of equal treatment in clinical dentistry. Hence, as described in the comfort component, it is better to manage the celebrity's appointment separately (either as the first patient or as the last patient of the day) rather than scheduling him or her between appointments with the general public. If you really want to exploit the publicity mileage of treating celebrities at your practice, then the better and more professional way is to obtain written testimonials about your overall services from these celebrities and from other clients and to share these together so that everyone feels acknowledged and respected.

Consent: In the MiCD clinical protocol, obtaining written informed consent is mandatory for maintaining professionalism and for legal purposes. The content of the consent may vary according to the local dental council or the relevant health authority. It is the practitioner's responsibility to maintain the protocol of consent.

Once you know your celebrity patient's category and domain and once you have considered the five Cs, then you need to categorise the case, that is, what type of cosmetic dentistry treatment your patient actually needs or wants. According to the MiCD clinical protocol, cosmetic cases are divided into four simple categories:¹⁰

Rejuvenate: A simple procedure—and the most effective aesthetic procedure in MiCD—that enhances smile aesthetics with slight modifications of alignment, brightness and contour of the anterior teeth—this is also known as the MiCD ABC principle.

Restore: A process of replacing missing dental tissue to enhance health, function and aesthetics.

Rehabilitate: A process of complete reconstruction of the smile in order to harmonise aesthetics and functionality for long-term health and happiness—it falls under the MiCD complex category, as it generally demands a multidisciplinary approach.

Repair: A process of maintaining and improving previously performed aesthetic restorative and other work.

Smile Makeup the MiCD way

Since the introduction of the MiCD concept and its treatment protocol in 2009, MiCD do no harm cosmetic dentistry has become globally popular and its value and benefits accepted. The clinical experiences of the author

and MiCD Global Academy members at multiple clinical centres has revealed increasing awareness among cosmetic dentistry-seeking patients of the long-term benefits of minimally invasive dental procedures in saving the natural tooth structure. It is interesting to note that contemporary dental patients are curious and concerned about the biological cost (invasiveness) of treatment before starting the procedure.

The emergence of such positive changes in consumer awareness regarding the invasiveness of cosmetic dentistry prompted the author to exclusively publicise the rejuvenate category of MiCD cases among clinicians, the general public and celebrities around the world. Hence, in 2017, based on his MiCD concept and treatment protocol, the author officially introduced the Smile Makeup (Fig. 2) of cosmetic dentistry for celebrities (Fig. 3) and the general public.¹¹ The author believes that Smile Makeup should be an inseparable part of the day-to-day personal make-up of any individual. Clinicians must understand that looking good, feeling good and smelling good is an innate human desire in modern society, and the global market of such business is skyrocketing. Therefore, introducing the Smile Makeup package in clinical practice can enable clinicians to deliver smile enhancement treatment with simplicity, with efficiency and at low biological and financial cost.

Smile Makeup is an innovative, advanced dental procedure designed exclusively to enhance and harmonise the smile and facial attractiveness of a person at minimal biological, financial and time cost.¹¹ It is composed of three basic components of attraction and glamour, namely the beauty, style and aroma (smell) of a smile. During the Smile Makeup process, the smile's beauty, style and aroma are analysed using the Smile Makeup Index (Fig. 4), which helps to objectively quantify the status of the existing

Smile Makeup Index					
Beauty		Alignment			
		Brightness			
		Contour			
Style		No change			
		Change as per Sex			
		Change as per Age			
		Change as per Personality			
Aroma		Normal			
		Poor oral Hygiene			
		Compromised Health			
		Bad oral Habits			

Fig. 4: Smile Makeup Index.