Nowadays, patients are better informed and more demanding than ever. This is due to advances in material science, industry-driven marketing and advertising, media’s influence in forming public opinion regarding esthetics, and information available on the internet.

A successful dental practice must have a thorough understanding of the available materials and treatment options in all areas of interest to its patients, otherwise the office risks the loss of market share in “want-based dentistry.”

The purpose of this clinical and newly designed course is to provide participants with creative solutions to enhance patient’s esthetics through the use of minimally invasive dental products and procedures. All treatment options to enhance the patient’s smiles (except indirect procedures) will be reviewed in details.

In addition to extensive technique demonstration, a useful approach on how to incorporate these products and procedures into daily practice will be discussed.

**Upon completion, participants should be able to:**
- Thoroughly diagnose all esthetic cases and establish a conservative treatment plan.
- Perform smile analysis and apply smile design principles that mimic nature.
- Sequence, determine a treatment plan, and present to patients for ideal esthetic outcomes.
- Understand the esthetic and biological benefits of re-mineralization.
- Know the advantages of at-home bleaching.
- Offer options to manage most issues associated with bleaching sensitivity.
- Perform safe and effective non-vital tooth whitening.
- Understand the different bonding systems that exist in the market, their advantages, disadvantages and indications for use.
- Properly select cases that are ideal for direct composite veneering versus indirect porcelain veneers.
- Fabricate silicone matrices to aid and simplify composite application.
- Perform simple layering for beautiful optical effects that rival natural teeth.
- Texturize and polish composite resin to mimic the natural tooth.
- Perform composite repair and refurbishment.
- Develop a fee structure to make direct restorations as profitable as indirect procedures.

“Dr. Sameni always does a great job speaking.”
- Gary Aikawa, San Leandro, CA

“Very knowledgeable doctor.”
- Kamran Jafari, Chandler, AZ