

# The Changing Face of Dentistry

## - History of the Smile



Ref: "A Brief History of the Smile", Angus Trumble, 2004

**Dexter Bambery**

# 50 years in Dentistry

## Techniques

- High speed drill
- Filling materials
- CBCT – 3D xrays
- Implants
- Laser
- 3D printing



# 50 years in Dentistry

## Current Professions

- Gender balance
- Ethnic diversity
- NZ / Overseas trained
- SDN – Therapists
- Hygienists
- Oral Health Therapist





# 50 years in Dentistry

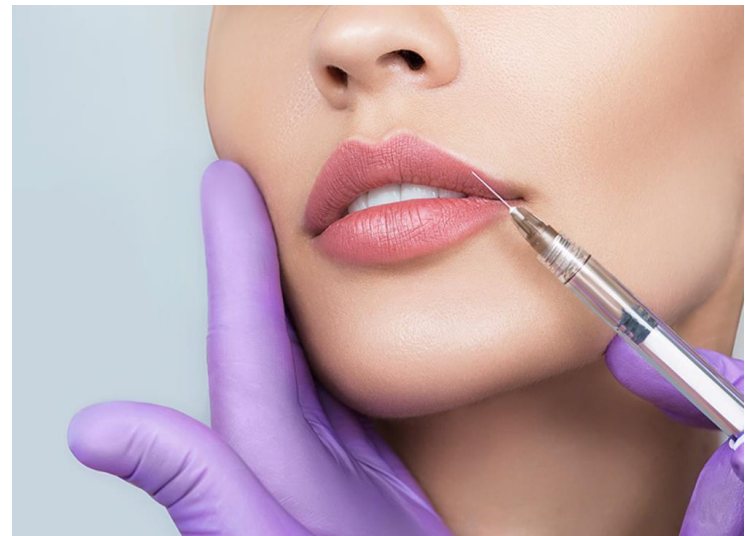
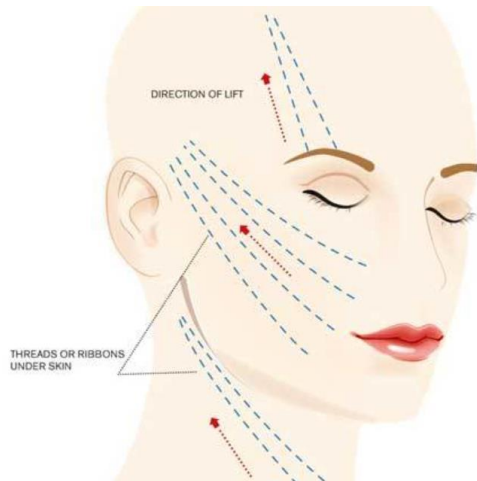
## Current Professions

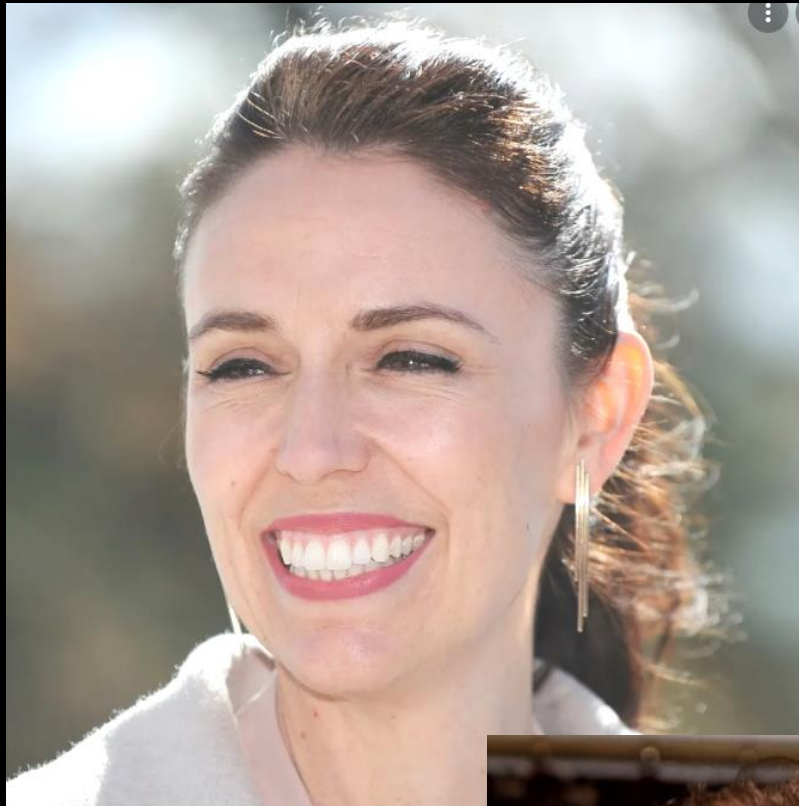
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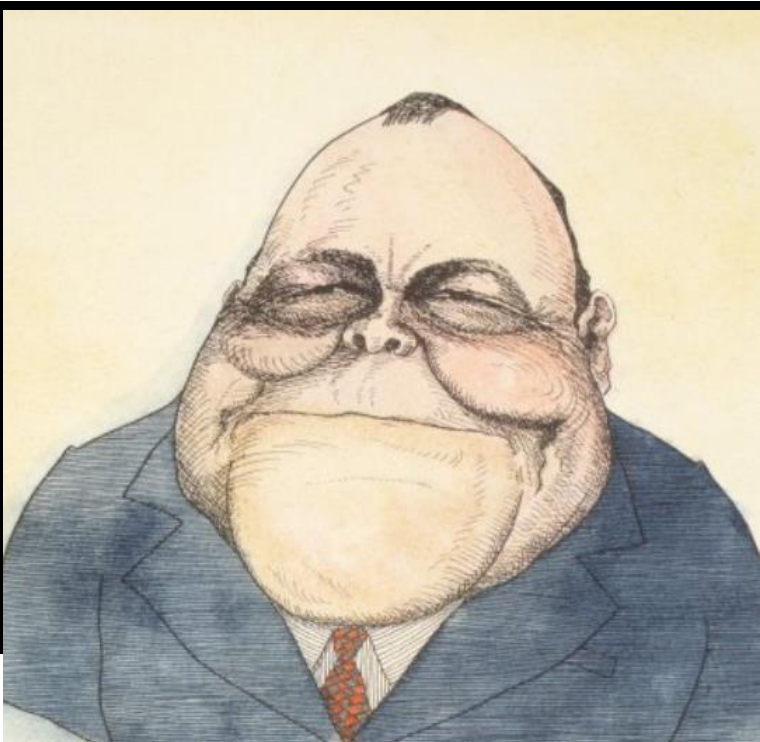
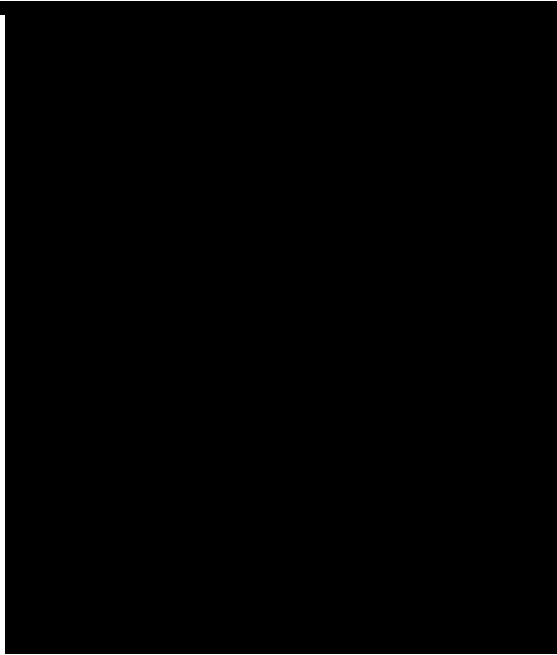
# 50 years in Dentistry

## Appearance (cosmetic) dentistry:

- Orthodontics
- Whitening
- Veneers
- Botox
- Dermal fillers
- Facial thread lifting







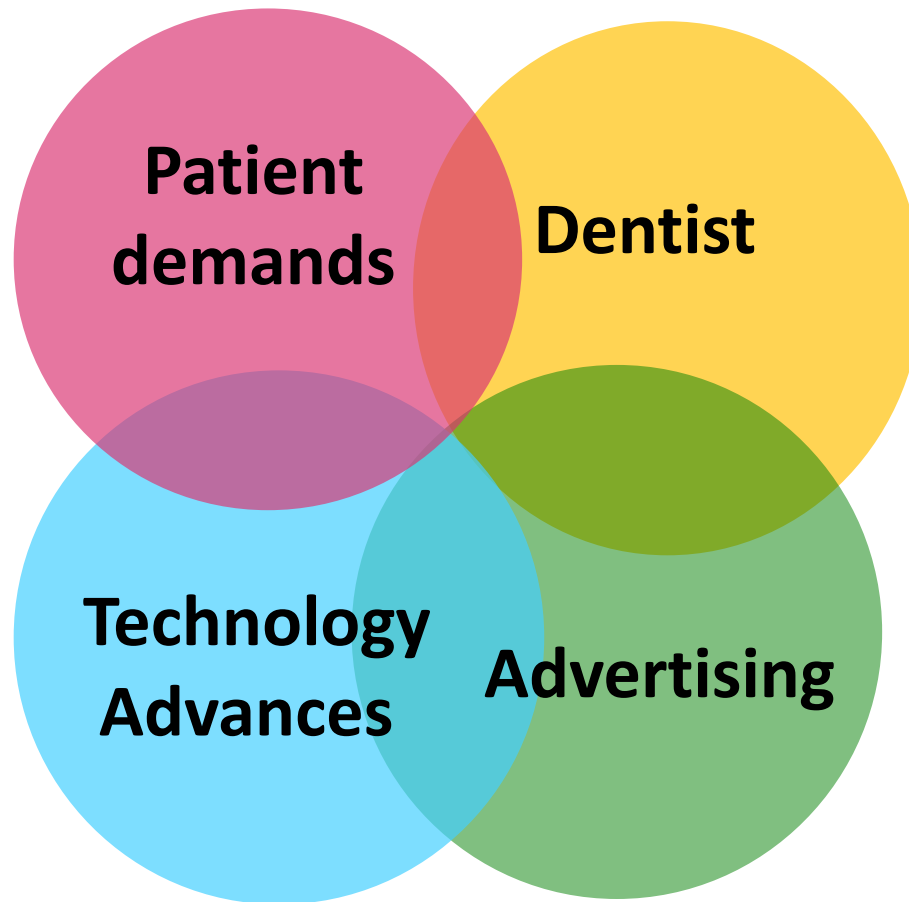
**The Most Famous Smile ?**





# Trends in Dentistry

Drivers



# Patient Demands

## Advertising:

- Magazines
- Newspapers
- Television
- Radio
- Social Media

## EXTREME MAKEOVER



Dr. Debra King is working wonders in Hollywood. The cosmetic dentist is among the 'dream team' of doctors on ABC's hit series.

Dr. King, who practices with the Atlanta Center for Cosmetic Dentistry, is widely regarded as one of the leading cosmetic dentists in the world. She has been chosen as part of a renowned team of doctors and makeover specialists who will participate in the ABC Television Network Series, "Extreme Makeover."

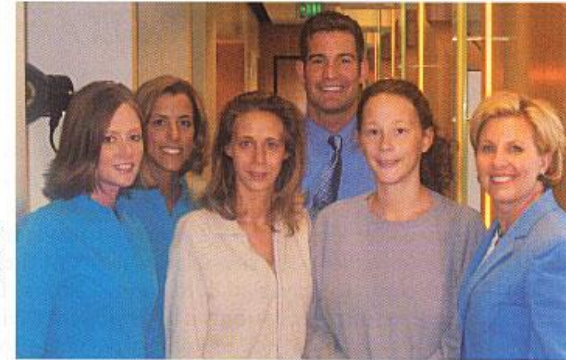
The show's premise revolves around the Cinderella-like physical transformation of selected viewers, via a "dream team" of doctors, a plastic surgeon, an eye surgeon and a cosmetic dentist. Hair and makeup artists, stylists and personal trainers are on hand to embellish and provide the "finishing touches."

Not surprisingly, given the nation's fascination with reality TV, the original one-hour special, "Extreme Makeover," attracted an average of 13.2 million viewers.

"Needless to say, I'm thrilled to have the opportunity to be on the show," says Dr. King, who was on the ski slopes during a family vacation in Utah when she received word she'd been selected. "My cell was in my ski pack...I had to take off my gloves in order to get to the phone. It came as a complete shock," she adds, with a laugh.

Many, if not most, of the show's guests want to change their appearance in a number of ways. Such was not the case with Dr. King's first patient, Evelyn, from Florida. Evelyn's teeth were her No.1 concern.

Says Dr. King: "She had a large gap



between her two front teeth. We were able to close the gap by placing porcelain veneers on her front 6 teeth. The results were so dramatic that when she saw herself for the first time in the temporaries, she actually cried."

Dr. King's second patient, Sharon, had yellow, crooked and chipped teeth. By bonding ten porcelain veneers, we were able to broaden, whiten and straighten her smile.

Dr. King is the founding president of the Atlanta Center for Cosmetic Dentistry, often referred to as "the Ritz Carlton of Cosmetic Dentistry." Her practice has recently been featured in *The Wall Street Journal*, *Time*, *USA Today* and *InStyle Magazine*.

She is one of only two women and 35 dentists worldwide to be an accredited dentist and a Fellow in the American Academy of Cosmetic Dentistry, recognized as the highest level of competence in cosmetic dentistry.

Dr. King is a graduate of the University of Tennessee Dental School in Memphis and also serves on the clinical faculty at the University of the Pacific Dental School in San Francisco.



Dr. Debra Gray King.

Top: assistant Heather Kohnstarn, assistant Angela Murphy, patient Sharon, Dr. Peter Boulden, patient Evelyn and Dr. Debra Gray King.

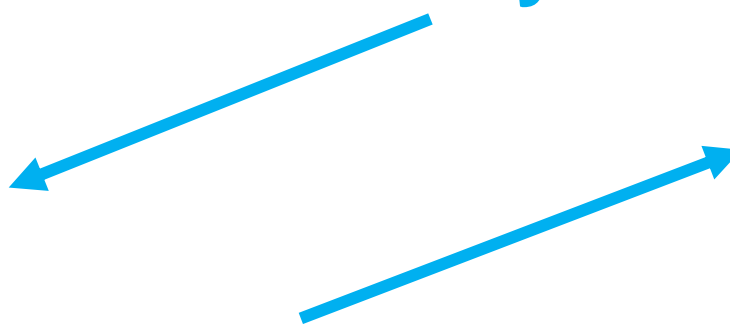
Atlanta Center for  
Cosmetic Dentistry  
404.847.9711

# Changes in Society

## The History of the Smile



17<sup>th</sup> Century



21<sup>st</sup> Century



# Society Changes

## The Late 19<sup>th</sup> Century

- The modern development of the scientific practice of dentistry
- Photography



# The Smile

**Decorum** - the polite smile

**Lewdness** - rude grinning

**Desire** - the coy smile (lipstick)

**Mirth** - smiling at humour

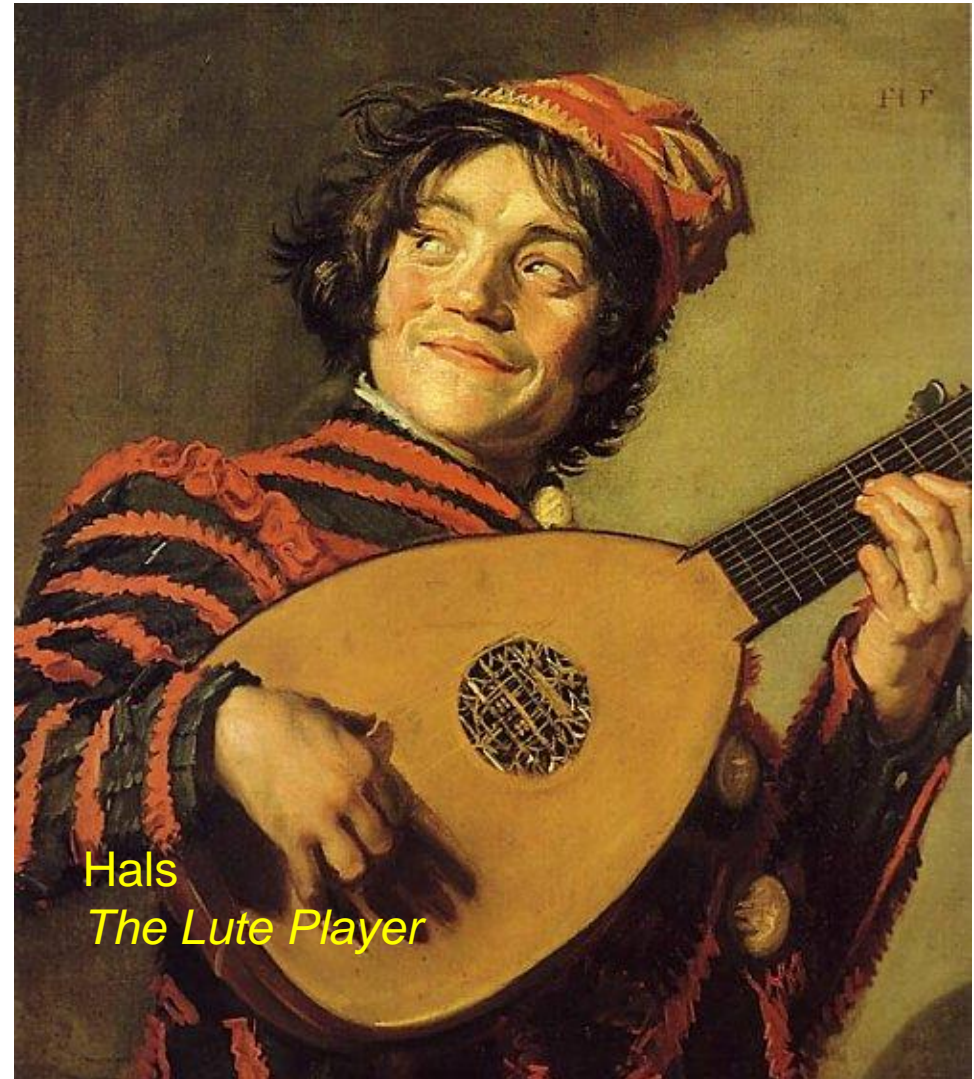
**Wisdom** - the smile of reason

**Deceit** - the fake smile

# Decorum



Hals  
*The Laughing Cavalier*



Hals  
*The Lute Player*

# Decorum



Leonardo da Vinci  
*Mona Lisa*

**Leonardo Da Vinci**

**1503 – 1506**

**The smile was made famous  
by 19<sup>th</sup> century French  
critics determined to see the  
work as a miraculous  
achievement in art**

# Decorum



Leonardo da Vinci  
*Mona Lisa*

**Bad dental health**

**Showing teeth is obscene**

**Teeth are difficult to draw**

# Decorum



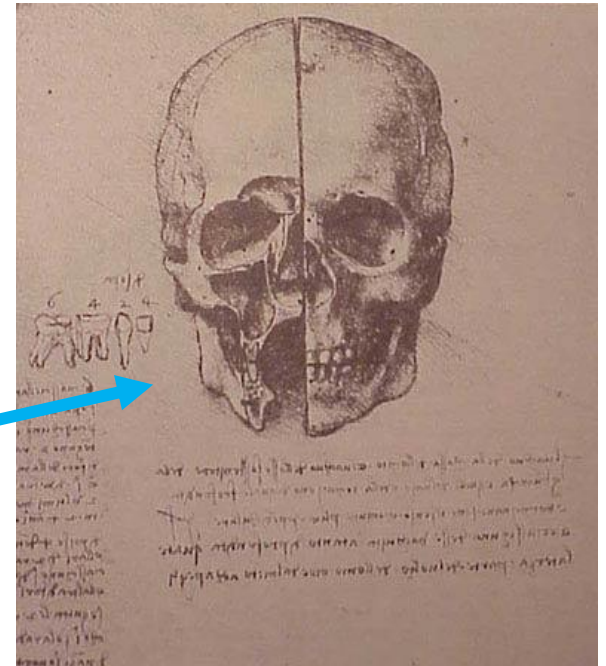
Leonardo da Vinci  
*Mona Lisa*

Bad dental health

Showing teeth is obscene

Teeth are difficult to draw

Da Vinci's  
Anatomy



# Open Mouth Smiles



Hunt

*The Awakening Conscience*

Dirty old men  
Misers  
Drunks  
Prostitutes  
Gypsies  
Religious ecstasy  
Dwarves  
Lunatics  
The possessed  
The damned  
Tax collectors

# Open Mouth Smiles

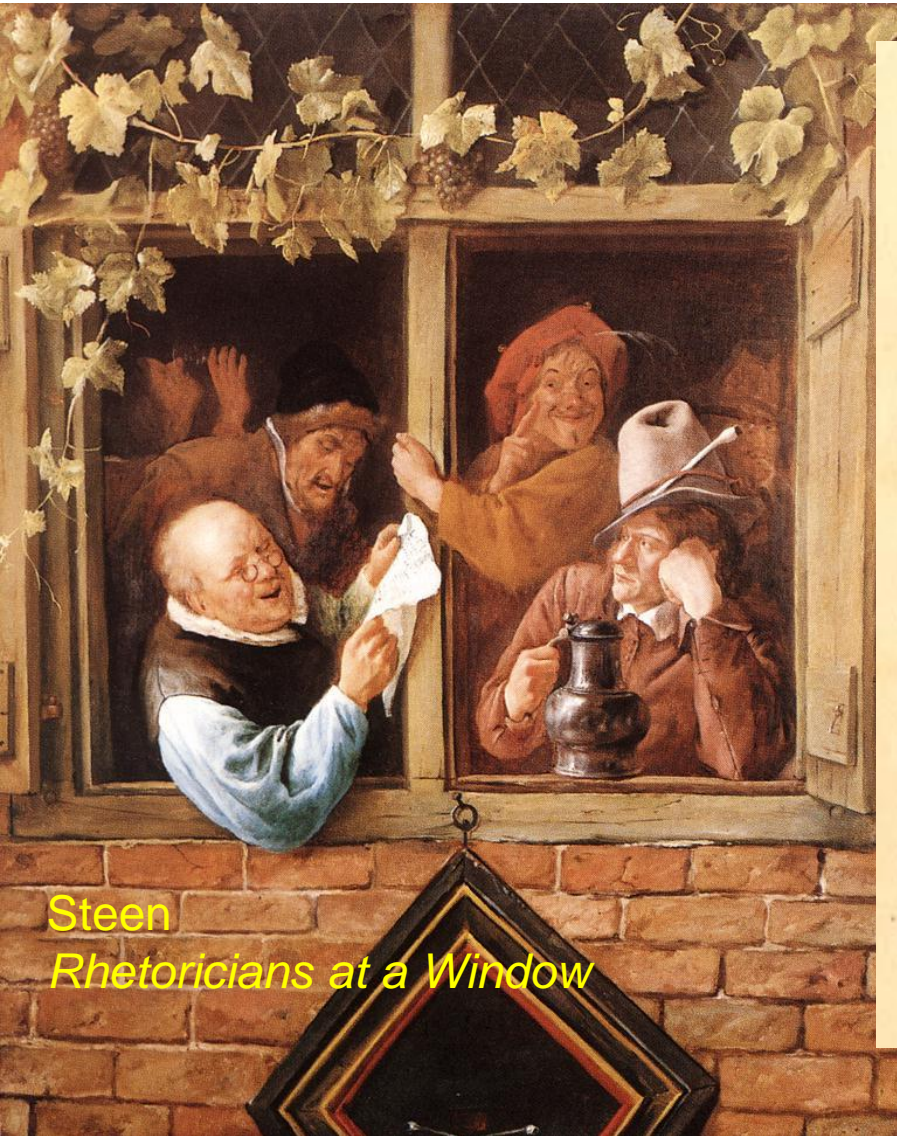


Ribera

*Beggar with Club Foot*

Dirty old men  
Misers  
Drunks  
Prostitutes  
Gypsies  
Religious ecstasy  
Dwarves  
Lunatics  
The possessed  
The damned  
Tax collectors

# Lewdness



Steen  
*Rhetoricians at a Window*



"Men drunk and sober danced to rude music." [Page 177.]

# Attraction



Vermeer  
*Girl with a pearl earring*

## Features

- **Open mouth**
- **Some teeth show**
- **Coy smile**
- **Emphasis on lips**

# Mirth



William Hogarth  
*The Graham Children*

## The Smile of Children



# Grinning



## The Cheshire Cat

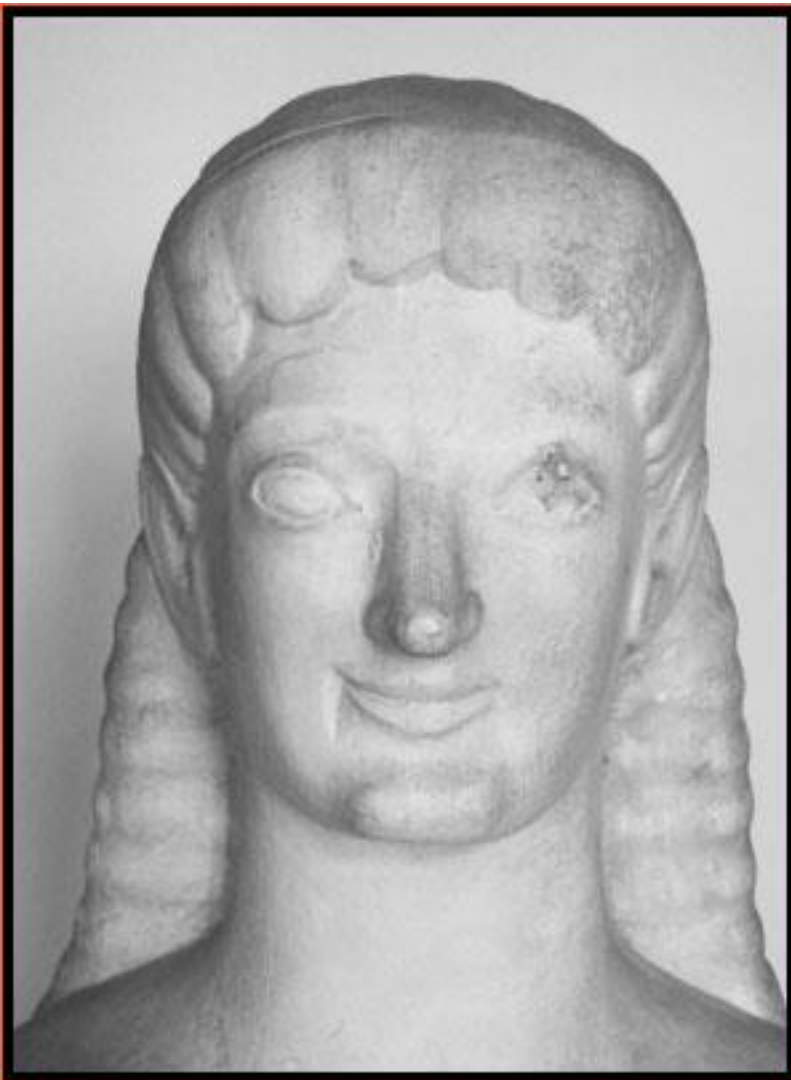
- No such breed
- Deceit
- Mad

Pre-dates

Lewis Carroll



# Wisdom



# Deceit – the fake or evil smile



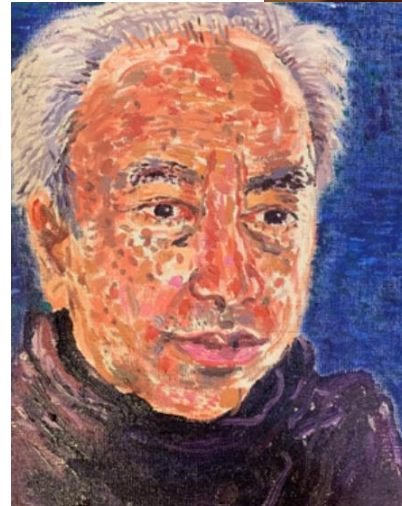
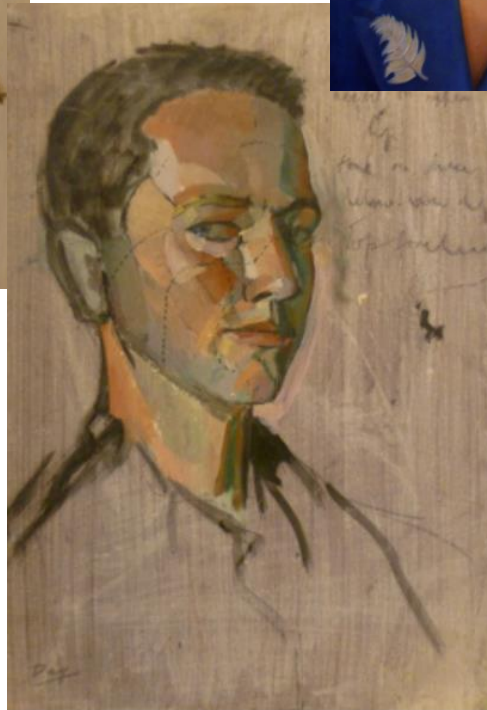
Portrayal of the attitude of employers to the workers of that day.





# New Zealand Portrait Gallery

Te Pūkenga Whakaata



# Rita Angus

New Zealand painter

**Born:** 12 March 1908, [Hastings](#)

**Died:** 25 January 1970, [Wellington](#)



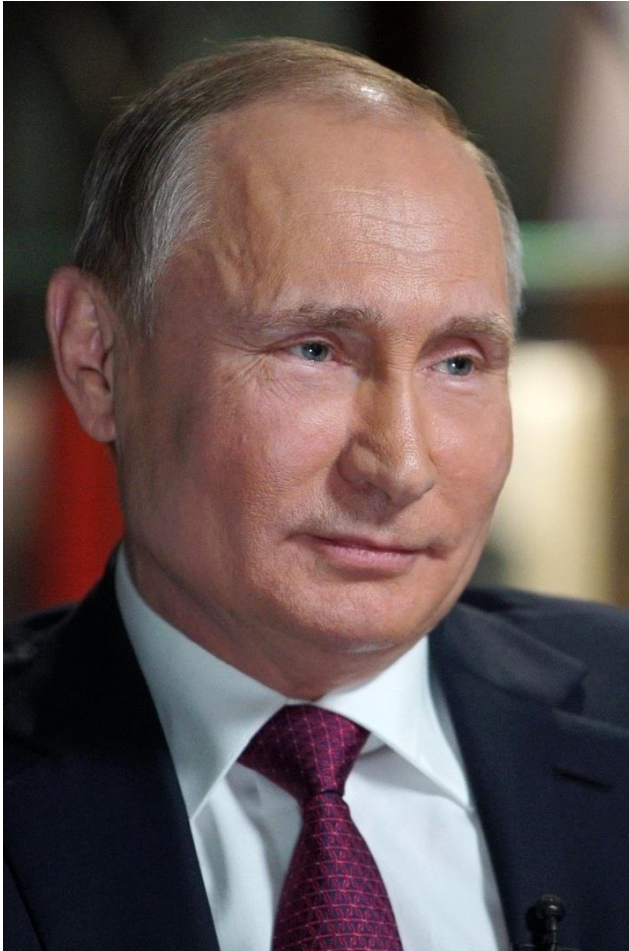
# Cultural Differences



# Cultural Differences



# Cultural Differences



# Cultural Differences



**World Cup 2018  
Russia**

**World Cup  
preparations:**

**Russians having  
lessons on smiling**

**Smiling without  
reason causes  
concern**

# Communication



**Research:**

**20 Gold medallists**

- **Happy**
- **Elated**

**Smiled showing teeth only when communicating with others**

**1992 Barcelona Olympics  
Medal Ceremony**

# Communication

1992



# Communication

1992



1992



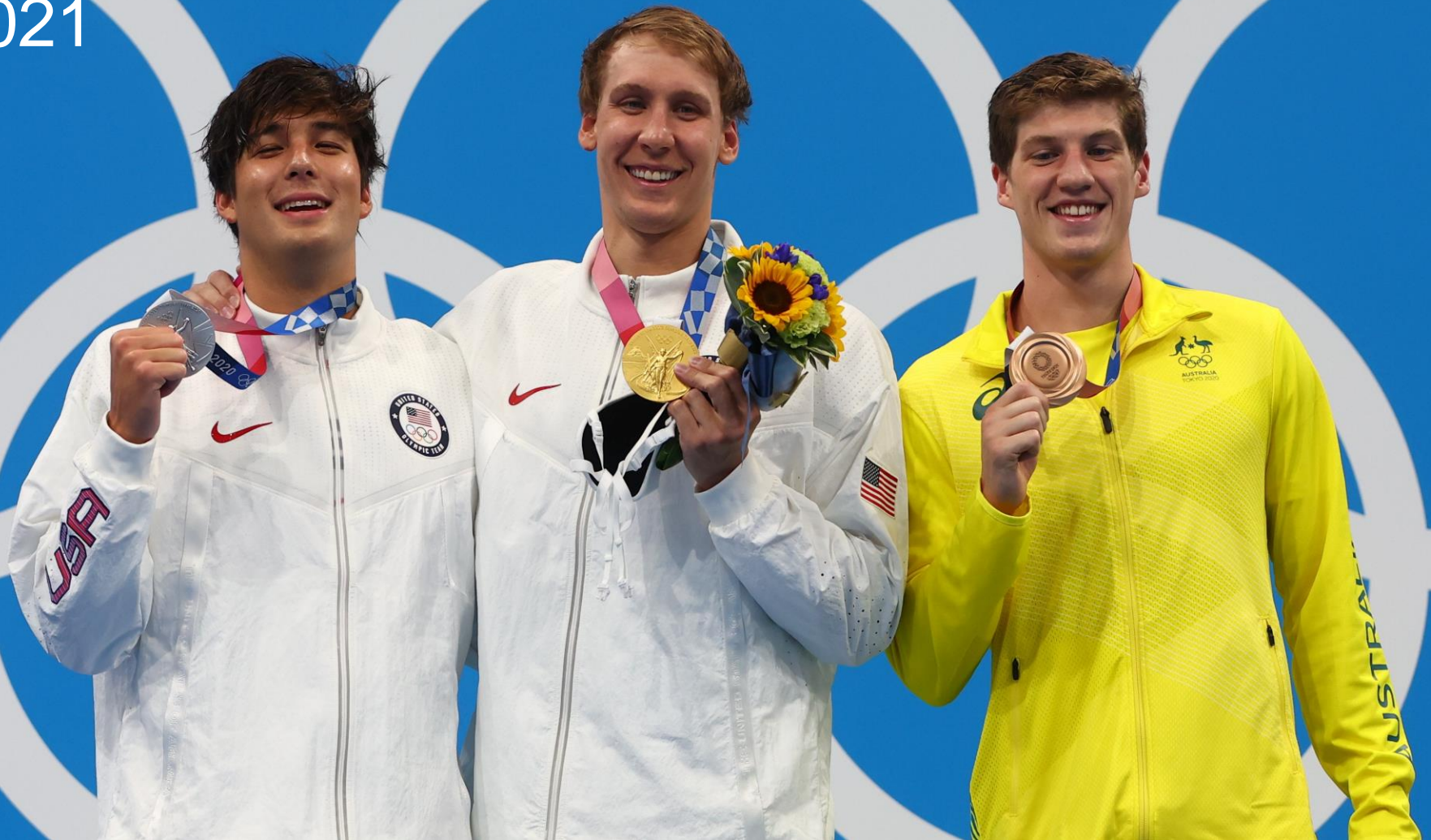
2021



2021



2021





# Communication

**Baby's First Smile:**



# Communication



## Baby's First Smile:

- A product of wind
- The submissive grimace of primates
- Established by conditioning



Babies often smile with a goal in mind: to make the person they are with smile in return.

To prove this hypothesis, a team of computer scientists, roboticists and developmental psychologists from the University of California - San Diego programmed a toddler-like robot to behave like the babies they studied and had the robot interact with undergraduate students.

Their conclusions reveal that the robot got the undergraduates to smile as much as possible while smiling as little as possible.



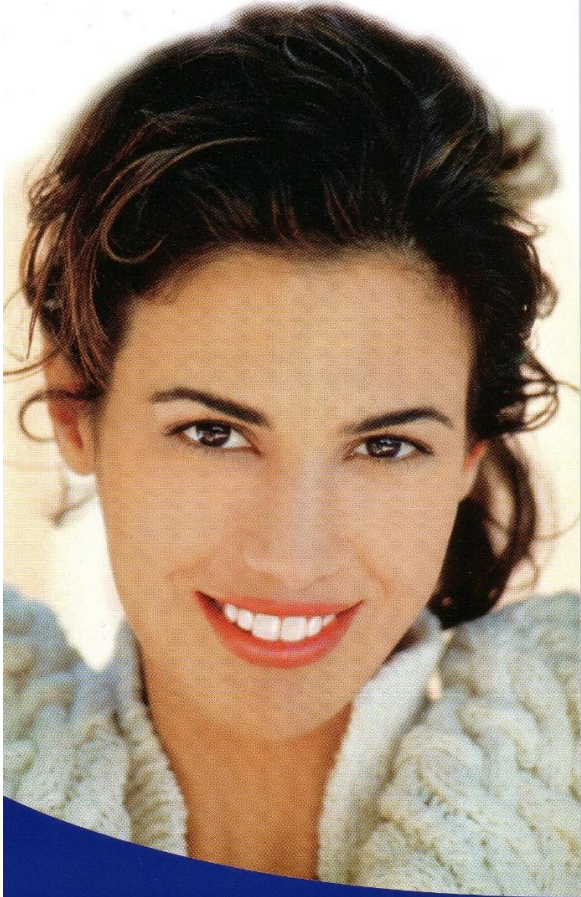
# Communication





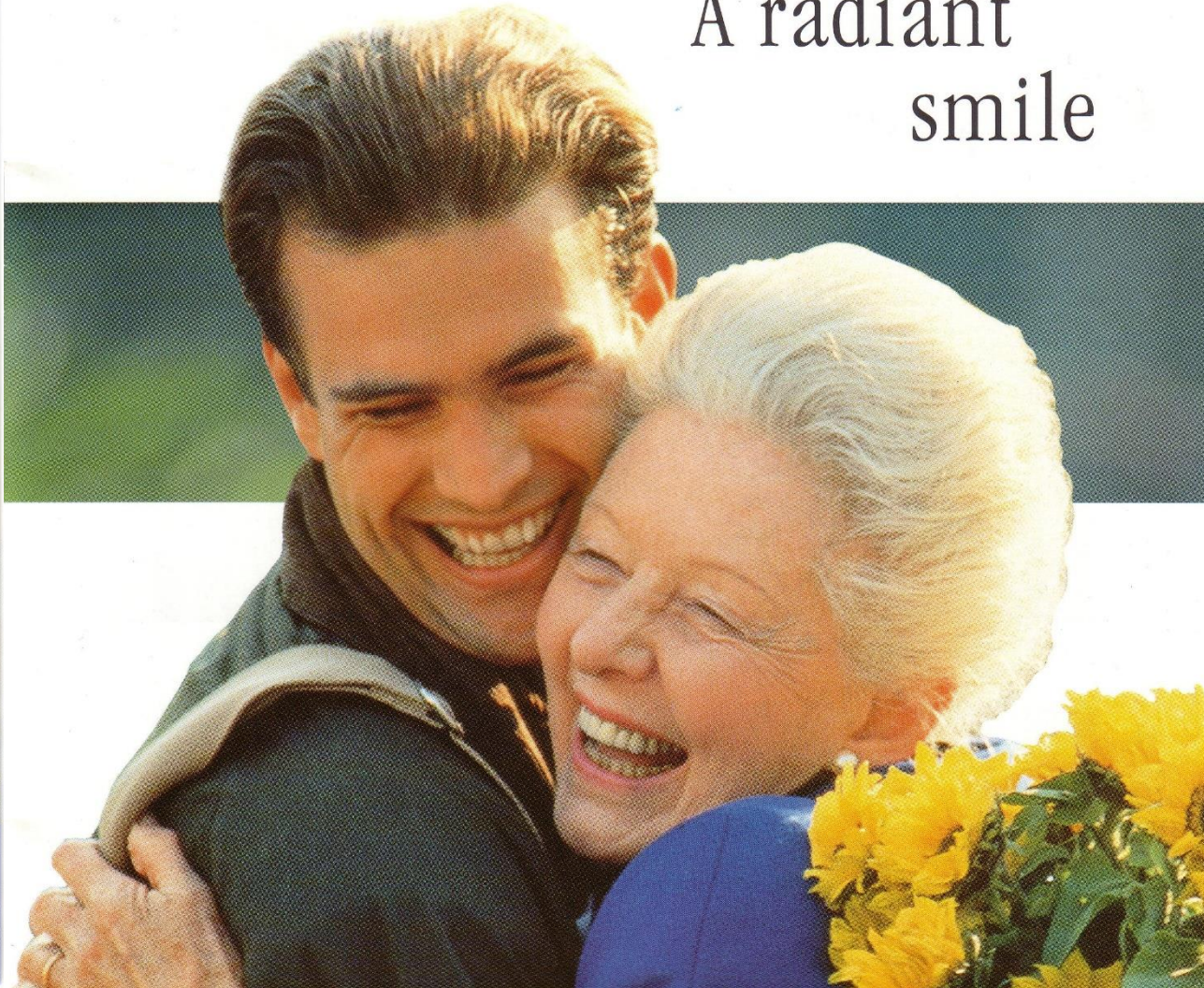
# Today

BRITE SMILE<sup>SM</sup>  
PROFESSIONAL TEETH WHITENING

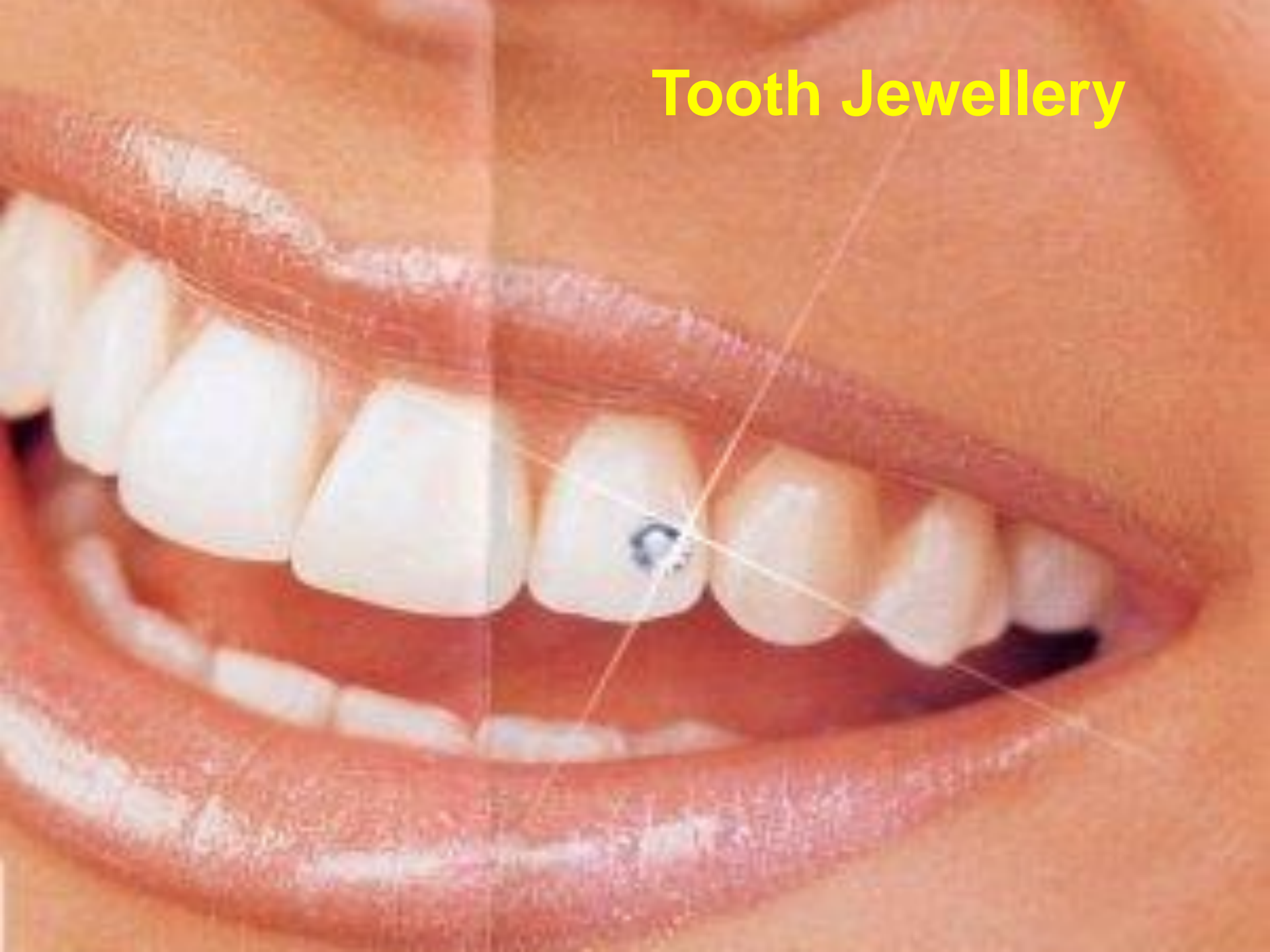


YOUR WHITEST TEETH.  
BY TONIGHT!

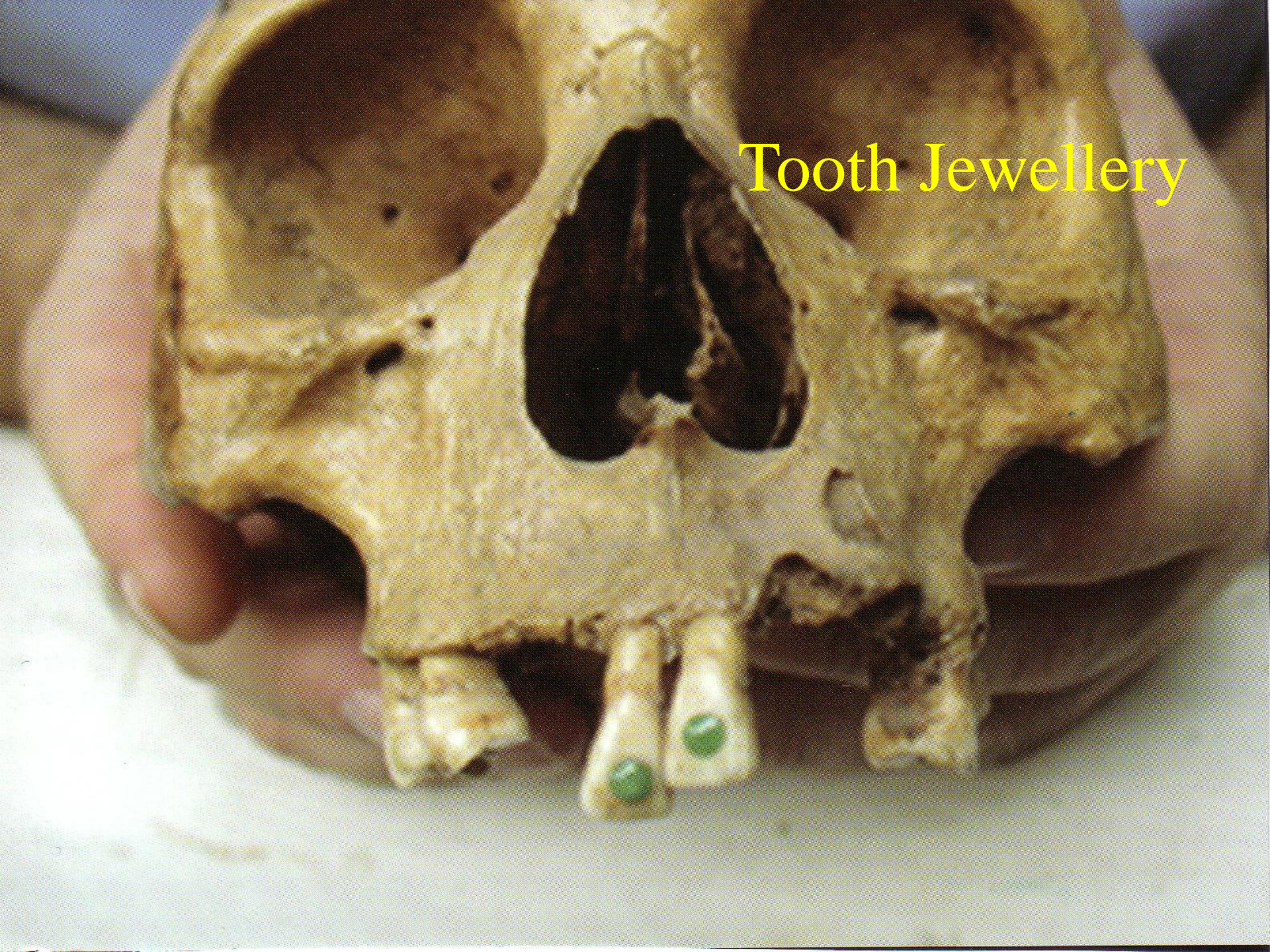
A radiant  
smile



# Tooth Jewellery



# Tooth Jewellery







Tooth Jewellery







Ohaguro

## Smile intensity in photographs predicts longevity

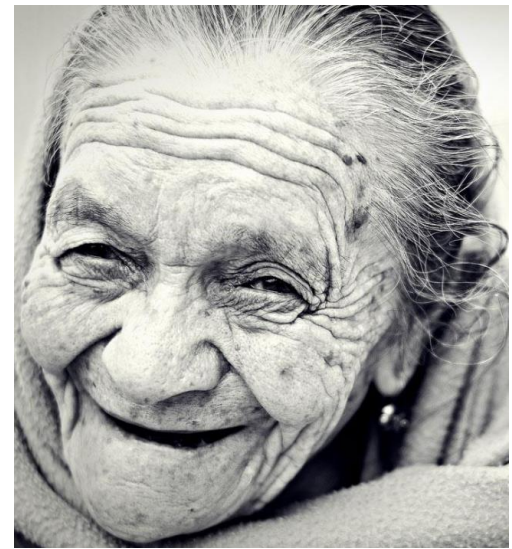
**Authors:** Abel EL et al

**Summary:** Two hundred and thirty photographs were collected from *The Baseball Register* for 1952 and enlarged to twice their original size. They were rated for smile intensity by five assessors and dates of death investigated. The *Register* allowed various factors influencing longevity to be controlled, including body mass index, career length (continued fitness and performance), marital status and education. Players giving the biggest grins in the photographs lived 5 years longer than those who kept a straight face.

**Comment:** This study is the first to link smile intensity to a biological outcome – longevity. Previous studies have revealed that smile intensity in childhood photographs and school yearbooks correlates with marriage stability and satisfaction. Perhaps even a forced smile stimulates the brain in a similar way to real happiness?

**Reference: *Psychological Science* Published February 26, 2010  
as doi:10.1177/0956797610363775**

<http://pss.sagepub.com/content/early/2010/02/26/0956797610363775.citation>



# The next 50 years in Dentistry

## Professions

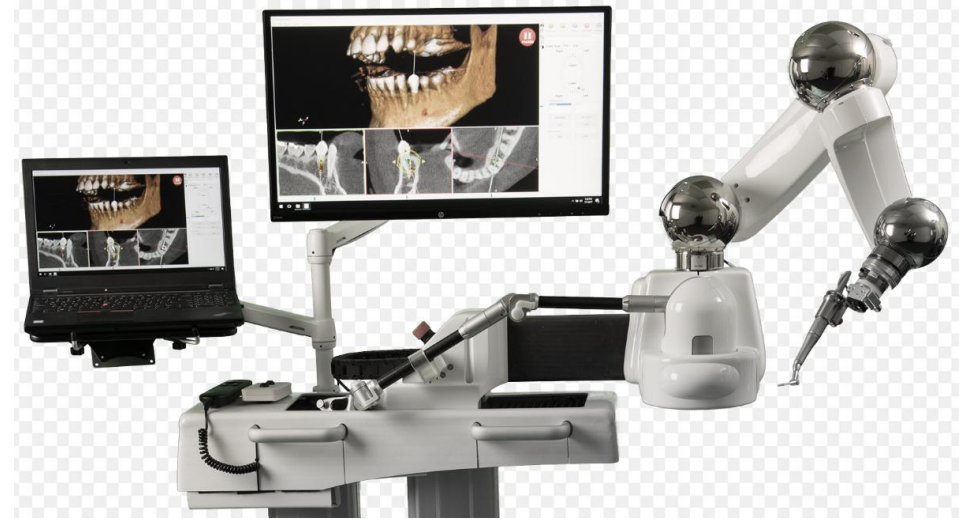
- ~~General dentists~~
- ~~SDN – Therapists~~
- ~~Hygienists~~
- Oral Health Therapist
- Specialists (medical training)



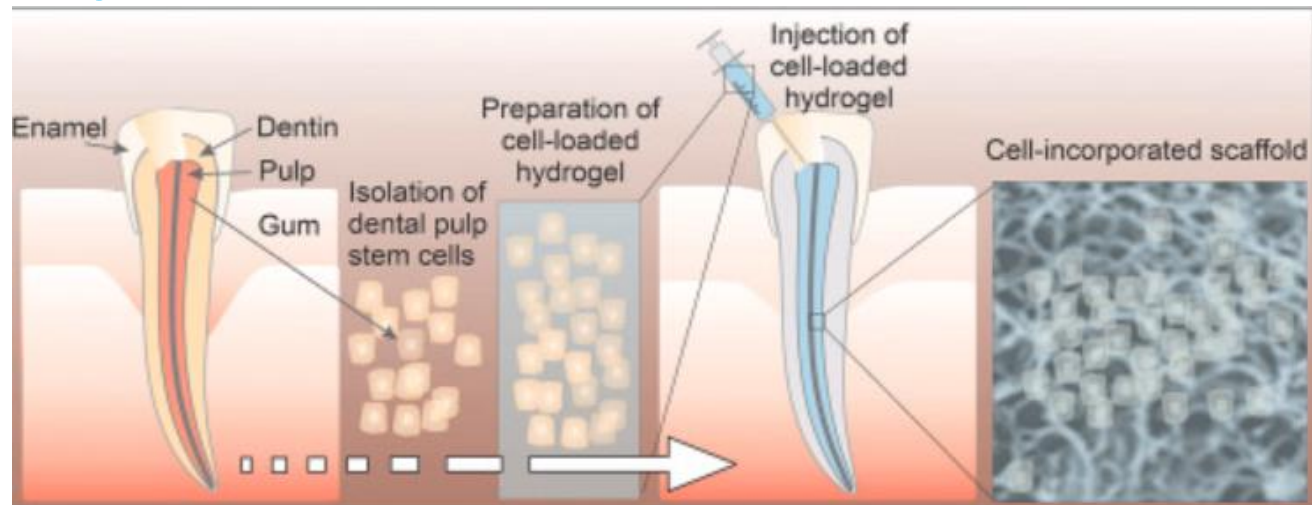
# The next 50 years in Dentistry

## Techniques

- AI (diagnostics)
- Automation (robotics)
- Filling materials
- Guided regeneration
- Stem cells



- CBCT – 3D xrays
- Implants
- Laser



# The next 50 years in Dentistry

## Appearance (cosmetic) dentistry:

- Orthodontics  
scanning  
aligners  
contactless
- Whitening
- Veneers
- Botox
- Dermal fillers
- Facial thread lifting



# Dentistry



**The Patron Saint  
of Dentistry:**

**St Apollonia**

