



# Have You Ever Wondered What You Would Look Like With A "Million Dollar Smile"?

Did you know the quality of your smile has a more direct effect on your personal (*and business*) relationships than any other part of your appearance?

In fact, 88% of all people in North America say they *always* remember someone with an especially attractive smile. Not only that, 75% agree an unattractive smile can seriously hurt a person's chances for financial success. Perhaps, that's why more than half of the adults in America wish they could change their smile. Some adults want to correct problems they have had since childhood like discolored, crooked or irregular-shaped teeth. Others want to fix conditions they've developed over time, like cracked, worn-down and discolored teeth. There is good reason for this. You see...

## Your Smile Can Make Or Break You!

For hundreds of years, all the way from Mona Lisa to today's cover girls, the absence or presence of a dazzling smile has always carried great significance. It is a reliable indication of a person's sense of well-being and has an enormous impact on a person's health, self-esteem... and... both personal and business relationships.

Here's a little-known fact: The facial muscles involved in smiling are hard-wired to receptors in the human brain. Therefore, every time you smile, your brain releases chemicals responsible for putting you in a better mood. Not only that, those same chemicals are then carried through your bloodstream to every organ in your body and give you a sense of well-being. Therefore...

## It Is Literally Impossible To Smile Without Simultaneously Elevating Your Mood!

Plus, it makes *other* people feel better also. It makes them more attracted to you. More disposed to like you. More eager to do business with you. More eager to help you with any kind of favor you need.

So, if a smile is so important, why don't more people smile... and... why don't they smile more often?

The answer is simple: They are ashamed of their teeth!

There are many reasons people don't like the appearance of their teeth. For example, some people have teeth too small or too crooked. Others have teeth which are gapped or overlapped. Some teeth suffer from stains and discoloration. Some are chipped, broken and worn down. Some people have teeth which are twisted and misaligned. And, almost everyone wishes their teeth were *whiter*!

That's the bad news. The good news is, every single one of these problems can now be corrected by a skilled cosmetic dentist in an average of only *two* visits. Of course, not every dentist can do this. In fact, the vast majority of dentists specialize in other areas of dentistry like root canals, orthodontics, dentures, implants and so on. However, if you look hard enough (and you know *what* to look for) you can find a dentist who can do everything described above so expertly and... so quickly... in an average of only two visits, you end up with a smile that will light up any room. Plus, there is at least one dentist in the Dallas/Ft. Worth area who makes this his specialty.

We'll talk about this special dentist a little later. But first, let's talk about people's most common concern about their teeth... which is... how white they are... or... more accurately, how white they are not. Do you know how a jeweler grades a diamond? They do it on cut, clarity and color. The way a jeweler grades the color (the whiter, the better)... is... he holds a real diamond up close to a set of color-coded fake diamonds and sees which colored fake most closely matches the real diamond.

A dentist does it the same way. Almost every dentist has a set of fake teeth (there are usually 16 in the set) and he can match the color of your teeth to see what "shade grade" it gets by holding one of the teeth in his "color test kit" against one of your teeth. Here are the 16 "shade grades" a dentist can assign to your teeth... and... a description of what a tooth with that particular "shade grade" looks like to me. Now listen: You need to remember I am *not* a dentist so, what you are about to read is my own opinion of how these different "shade grades" of

teeth look. I'm going to set up a little table here that shows how dentists rank teeth from worst to best, worst being grade 1 and best being grade 16. Here we go:

Dentist's Grade Code	My Description
1 C4	Dingy brown. Looks like the tooth of a person who has been brushing with toothpaste made out of nicotine and mud.
2 A4	Almost as bad as C4. Looks like the toothpaste maybe had slightly less nicotine in it.
3 B4	A little better. Maybe the toothpaste this person uses has a little less nicotine... and... a little less mud.
4 D4	A teensy bit of whiteness is starting to show through. Still mostly brown but, looks like it could have been treated with a <i>very</i> weak dab of real toothpaste.
5 A3.5	What's with the "3.5"? Maybe it's just my eyes but, the last grade (D4) looks better than this one. At least it does to me. Who knows? I always thought dentists were a little weird anyway.
6 C3	You know, the differences here are subtle. Maybe dentists use a special light when they look at teeth but, under my desk light, I still think grade D4 looks better. Hey, it's a free country and that's my opinion.
7 D3	Ah, now we're getting somewhere. This tooth looks pretty darn good. It still has some brown in it but, it's not <u>noticeably</u> discolored.
8 B3	Right in the middle of the scale. I bet more Americans have teeth coded B3 than any of the other 15. What we have here, I think, is an average looking tooth of a person who takes "OK" care of his teeth but <u>not</u> really good care.
9 A3	Still a little tinge of brown... but... definitely <u>more</u> white than brown. I think we're starting to get into the category of teeth where people are OK with other people seeing them smile.
10 C2	Must be my eyes or the light again. The last one (A3) looked better to me.
11 D2	Starting to look good now. This looks like a tooth which has been brushed regularly and is mostly white but, still has a smidgen of brown in it. I better get my eyes checked. This tooth looks good but, to me, the last one (D2) looks better.
12 B2	Looks just slightly better than B2 but D2 still looks better to me.
13 A2	OK, here we go. You'd be very happy to show off your smile if you had a mouthful of these babies!
14 C1	Looks <u>very</u> good! If your teeth looked this good, you could be on TV doing the news. (Provided, of course, you were air-headed enough for the job.)
15 A1	Great looking tooth! I bet this is what movie and TV stars <u>insist</u> on when they have work done on <u>their</u> teeth.
16 B1	Now, you may be asking yourself: <i>"If someone is getting work done on their teeth, why wouldn't everyone choose A-1 or B-1?"</i> The answer is easy: You see, some people feel they only need one tooth worked on (maybe it got cracked in accident or something) and, they more or less have to have it repaired with the same shade as the rest of their teeth.

But, what if, you're one of those people (like me) who want nothing but the best? What if you are savvy enough to go into a dentist and say, *"I want a B-1 smile!"* It's funny. You know why? Because, if you were buying a diamond, a slight difference in color would make a *huge* difference in cost. But, with teeth, it's different. Suppose for some strange reason (like you wanted to look like a three pack-a-day-smoker) you wanted all your teeth worked on so they came out looking

like C-4's, the dingiest looking teeth of all. And, the next person behind you wanted to have the best smile possible (all her teeth would look like B-1's). Who would have to pay the dentist the most? The answer may surprise you. You see...

## You Both Would Pay The Same Price!

Teeth are not like diamonds in that regard. The material used to fix discolored and misshapen teeth costs exactly the same whether it is made into an ugly brown or a *dazzling white*!

There's a number of ways to get a "million dollar smile." The best, of course, is to be born with perfect teeth... and then... take perfect care of them for the rest of your life.

OK, that takes care of about 1/2 of 1% of all the people on earth.

For the rest of us, one option is implants. This is where they create a brand new tooth for each of your old natural teeth, do surgery on your jawbone... and... then screw those teeth into the bone. It works great and it looks great. It takes about six months of dental work and, it is not unusual for it to cost \$50,000 or \$60,000.

Or, you could have all your teeth capped and/or crowned. This requires a significant reduction of your tooth structure, a considerable amount of dental work and a corresponding amount of expense.

But, in *my* opinion (and remember, I am *not* a dentist) the best choice for many people is Porcelain Veneers. In the early 1980's many Hollywood celebrities were among the first to use Porcelain Veneers to create their picture-perfect smiles. Porcelain is used to sculpt a covering which is bonded to the tooth enamel to improve the color, shape or alignment of the teeth. Here are some of the reasons I think Veneers are a great option for many people:

• Porcelain is very strong and stain resistant! It has the same translucent poly-chromatic shade quality as natural tooth enamel and can give your smile a healthy, younger-looking glow.

• With Porcelain Veneers, you can retain the strength and structure of your natural teeth. The only preparation your dentist performs is a slight modification of the surface enamel, a reduction of only about 1/2 millimeter which is... *only about the thickness of a contact lens!*

• Veneers can be used to reshape and realign your teeth!

• Veneers can be used to straighten your teeth!

• Veneers can be used to straighten or close spaces without braces. If gaps, twisted, misaligned or crooked teeth keep you from smiling, Veneers can be a Godsend. In fact, almost all these common conditions can be corrected cosmetically... in as little as two office visits!

• Because of the above, in many cases, months or years of wearing braces may not be required to straighten the appearance of one or two misaligned teeth!

Now, you want to know what seems to me to be the best news of all? Well, remember how you learned that what I call grade 16 and what dentist call shade B-1 is the best (in *my* opinion) you can get?

Not any more. Now there is a new Porcelain Veneer called "Finesse" (that's a brand name) which makes a Veneer I would grade B-1plus. You see, it is a shade B-1 Veneer that has a 25% white modifier which makes your teeth look totally natural and *dazzling white*!

Now, here's something funny: You know why a lot of people who can afford cosmetic dentistry don't have it done? It's because of low self-esteem. For some reason, they simply feel they don't "deserve" to look that good. If that's the case with you, it's really a shame... because... you really do deserve to look as good as you can... and... a great smile will do wonders to *elevate* your self-esteem.

Another reason people don't set about to get a "million dollar smile" is they feel it will take too long. Maybe that used to be true. But, not any more. Now you can have a fantastic smile with as little as only two visits to a dentist. In other words, you can often have it *all* done.

from start to finish, in as little as ten days!

But maybe you're one of those people who are afraid of pain. This was a big one for me. I personally have a very low tolerance for pain. I don't want to hear, "This will only hurt a little." No, that's not good enough for me. As far as I'm concerned...

## I Don't Want It To Hurt At All!

Most dentists do not, in fact, cause much pain. But, there are some dentists who cause practically no pain whatsoever. I've always hated even the prick of that darn needle they use to numb you... but... there is now a way (and many dentists don't know about it) you can even give you an almost 100% pain-free injection! I had to read up on this pain-free injection

whatsoever and, the dental work was perfect.

And, that's why, when I decided to get a "million dollar smile" I travelled all the way to Colleyville, Texas to have the work done by a dentist named Dr. Tom Gleghorn. Here's what it's like if you go to him for the same reason I did: On the first visit, he examines your teeth and then, his pleasant wife Donna takes the x-rays needed. Then he takes a regular photo of what you look like now without having your smile changed. Later he will have that photo redone to show exactly how you will look if you choose to have your smile enhanced. All this will take about 45 minutes... and...

## It Is All Free!

Even the x-rays. He's the only dentist I

## About Dr. Thomas Gleghorn...

Dr. Thomas Gleghorn received his Doctorate in Dental Surgery from the University of Texas Dental Branch in Houston. Although he is a general dentist, since 1994 he has limited the scope of his practice to appearance-related dental procedures. Dr. Gleghorn has received over 500 hours of continuing education in the field of cosmetic dentistry, including Baylor College of Dentistry's Postgraduate Program in Esthetic Dentistry, Levels I and II, as well as Baylor's Advanced Esthetic Continuum. He has authored several articles on advanced dental procedures, and is a visiting lecturer at the University of Missouri-Kansas City's Postgraduate Program in Esthetic Dentistry. In addition to conducting seminars for other dentists on cosmetic dental procedures, Dr. Gleghorn serves as a new evaluator for several dental companies. He is a member of the American Dental Association, Texas Dental Association, and the Academy of General Dentistry.

technique before I could write this article and it's very technical. It involves mucosal penetration, mandibular blocks, a topical anesthesia called topical Premier, switching from a 2% Zylcaine solution to Marcaine .5% and sometimes using something called Citanest 4%.

All of the above is Greek to me. I don't understand any of it. But, I do know it works. I travelled all the way to Georgia to have a dentist named Kit Weathers do a root canal on me in front of a TV audience. (This was quite a trip since I live in Miami Beach, Florida.) Anyway, I was chosen because I am (was) extremely fearful of dentists. But, you know what? I didn't feel a thing! I didn't even know when he touched me with the needle. I was so relaxed I *honestly almost fell asleep during my root canal!*

Then, of course, there's the expense. There's no getting around it, cosmetic dentistry is not cheap. However, if you get the right dentist... who... is skilled in doing the right procedures, you do not have to go broke to get that "million dollar smile" you've always wanted. In fact, it's probably going to cost you less than you would have to pay for a run-down used car... and... there are payment plans that make the cost of having this type of dental work done... as *painless* as the dental work!

You want to know the bottom-line real truth? The truth is, it is more expensive not to have a wonderful smile than to go to the expense to get one. I don't know how to put an exact financial value on what I call a "million dollar smile"... but... I bet it is 1,000 times more than it costs. In business, looks do count. You don't have to have a face of a movie star or the body of a bikini model... but... if you don't smile because you are ashamed of your teeth, I believe the overall financial cost to you will be (during the lifetime of your career)... *very... considerably*.

As far as the personal side is concerned, a beautiful smile is such a "turn on," it always "energizes" me.

*Just like it does almost everybody else!*

Listen: Years ago, I had some very bad experiences with dentists. (One in Germany was the stuff of which nightmares are made.) That's why I avoided going to a dentist for years. Then came the time I had to have some work done on my teeth. I went to a dentist in Miami Beach where I live... and... it was awful. So, about three years ago, I set out to become something of an expert on dentists. If I had to have a lot of work done, I wanted it to be done by the best dentists possible. That's why I traveled all the way to Griffin, Georgia to have Dr. Kit Weathers do the root canal work I needed. To me, it was worth it. I felt no pain

know who does not charge for x-rays. Because it takes a few days to get the x-rays back from the lab and the retouched photo showing how you will look with your new smile, he makes another appointment with you. During that second appointment, he will explain the work you need, show you how it is going to look, tell you how much it will cost... and... he will explain all the easy ways you can handle the expense. Then, if you decide to go ahead, he'll get started immediately. He'll do the slight modification of your teeth needed and take an impression of the prepared teeth. These models of your prepared teeth will be used to sculpt the Veneers to the shape of each tooth... so they will be 100% *undetectable!*

At the same time, he will specify the proper color shading of your Veneers. (Personally, when I worked with him, I didn't give him a choice. I insisted on the best... the B-1plus!)

## Now, For The Great Part!

In only about a week, your Veneers will be ready for bonding. *This can be done in one visit!* An etching solution will be applied, each tooth carefully rinsed and dried and the adhesive applied.

After placing each Veneer, Dr. Gleghorn will bond it by curing it with a special light for about 60 seconds. Then, after a final polishing...

## You Will Look In The Mirror And See A Whole New You Smiling Back At You!

There will be little pain (probably none whatsoever) because he knows the almost 100% painless injection technique I described earlier... no long wait... and... the change this can make in your life just might be... *priceless!*

By the way, Dr. Gleghorn limits his practice to only cosmetic dentistry; his office is located in Colleyville and you can set up an appointment with him by calling...

**(817) 514-8899**

If you are interested, you should probably call as soon as possible. Dr. Gleghorn has an extremely busy schedule... because... not only is he one of the best cosmetic dentists in America, he is also spending a lot of time teaching (through writing and lectures) other dentists how to use his techniques.

One more thing: You know what Dr. Gleghorn did while he was working on my teeth? He had me wear a special pair of glasses with a tiny TV screen (but the screen looks big when you're wearing the glasses) and tiny little earphones. In my case, I watched the movie "Contact" starring Jodi Foster and I got slightly irritated because he was finished with me before the movie was over.

Oh well, I guess nothing's perfect.

Million Dollar Smile Ad by Gary Halbert  
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Swiped in April 2017  
Ran 1998