



The summer is almost behind us and we begin to immerse ourselves back into our practices.

Over the past two months, you may have seen the new CICDE brochure regarding the Cosmetic Dentistry Continuum beginning on October 31st that is limited to just 20 dentists.

It was distributed through Oral Health's polybag and in daily product shipments from the offices of both Henry Schein and Patterson Dental.

The enclosed attachment is an outline of what you need to know to understand the basic points of what is available and a link to our website that answers the specifics – www.cicde.ca – "If better is possible, then good is not enough!"

This truly unique course was designed and will be delivered in response to what we all know are definite needs in our profession.

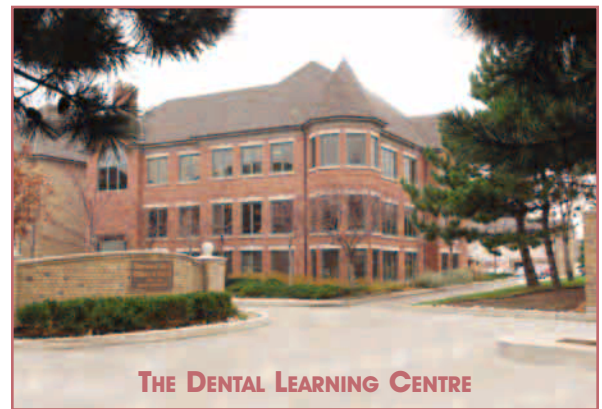
I was talking to a prominent Lab Technician recently about the challenges of creating exceptional dentistry. He was amazed at how many phone calls he receives from new grads where the patient is actually in the dental chair and the new dentist is stuck in a dilemma – asking what they should do next in the middle of the procedure.

The lab technician also went on to tell me his personal observation of how many experienced dentists have not stayed current with the newer materials and techniques and the struggle he has to make things work from the model to the mouth! He shared that his greatest frustration is, was and will probably always be, unacceptable and inaccurate impressions.

All the experts agree that NOW is the time to invest in your skills and specifically in Cosmetic Dentistry, which remains the fastest growing segment of our dental profession.

Please ask yourself these questions:

1. How proficient are you?
2. What sets you apart from the rest of your colleagues?
3. Do you know that one unhappy patient can ruin your reputation?
4. Can you deliver a natural cosmetic smile?
5. Do you know when to use no-prep veneers?
6. Would you like to know how to diagnose and treatment plan complex cases?
7. Are you familiar with the endless options in New Materials selection?
8. Have you successfully formed a team relationship with your Lab Technician?
9. Do you know and want to learn the architectural blueprints for every case?
10. Is your team aware of what you can deliver and do they add value to that clinical process?
11. Would you like to learn "how-to-do" tips for everyday practice?
12. Do you want you and your practice to be the choice of patients who seek exceptional skills?
13. Would you benefit from knowing how to take a proper, accurate impression and following modern tissue management techniques?
14. Do you want to make your days in the office predictable, profitable and fun?
15. Can you get the answers to all these practice-changing questions anywhere else under one umbrella?



This CICDE opportunity is a Continuum. Each day builds on the last until you gain a proficient, predictable skill set in Cosmetic Dental Procedures. Each day of the Continuum is also a combination of lecture and a Hands-on session so you can take this new knowledge to your practice the very next day!

This course is perfect for the young dentist who wants to learn how it is "done in the real world" as well as the experienced dentist looking to upgrade and systemize everyday techniques.



**Ask us how you can get this course for FREE! Time is running out so ACT NOW!
PICK UP THE PHONE, REGISTER AND INVEST IN YOURSELF,
YOUR PRACTICE AND YOUR TEAM.**

Sincerely,
Ron Goodlin

***The very best time to plant an oak tree
is 20 years ago and next best time
is tomorrow – Chinese Proverb.***