



## NYC SMILE DESIGN

MAKING A LASTING IMPRESSION

### *Smile Makeovers by Drs. Tabib and Mello*

*Summer 2010*

#### **Double Exposure: Triple Dare....**

With patients in television and film on tight deadlines, our practice can take on high drama of its own. But nothing prepared us for the challenge of a P. A.'s urgent phone call: she had seen our Web site, and her three bosses needed extensive makeovers. Right away!

**GK Reid, Indrani,** and **Markus Klinko** had just been greenlit by Bravo to star in *Double Exposure*—their own reality show— but were on the road under 24/7 stress with their work: styling, photographing and image-shaping celebrities like Mariah Carey, Jennifer Lopez, Puff Daddy, Kate Winslet, David Bowie, Britney Spears. Or designing campaigns for Lancôme, Hugo Boss and De Beers, or layouts for *Vogue* and *Vanity Fair*.



On *Double Exposure*, the three would be in the spotlight right next to their A-list clients, sharing moments of triumph, despair, and absolutely over-the-top meltdown. All of them on camera. Igniting the fireworks, Indrani and Klinko had been a couple for eight years, then split, but continued collaborating, adding Reid to the team. For all three high-powered creatives in perpetual motion, tension was a way of life. And so was the demand for perfection. Having achieved fame behind the lens, they had strong and clearly-defined ideas of how they wanted to look in front of it. So our treatment plan would have to be custom-designed for three complex, dynamic, and completely unique individuals who had no time to spare.

**GK** "I've always been insecure about my teeth. I knew the makeover was something that I had to do to be okay with the TV process, so I wouldn't worry about how I looked. I've been afraid of dentists as long as I can remember. But what we did do in the office, we put that idea to rest! It was over! That phobia was completely dispelled. The process was incredibly – shockingly – easy for the amount of work I had to have done. It was almost magical – I was overwhelmed by their professionalism. I have only good things to say about it, and I'm truly blessed to have gotten to know them."

For GK, we planned a full-mouth reconstruction with porcelain veneers and porcelain overlays. GK's past consults with clinicians had resulted in recommendations for jaw surgery, braces, dental implants, and more to correct his problems, and would have taken years to complete. With heightened anxiety, his response had been to ignore the situation. Our design for GK's full-mouth reconstruction was first created in three dimensions, using exact models, of his teeth, allowing us, with GK, to make a critical assessment of the best treatment plan for him, and also giving us a blueprint to correctly manage both function and aesthetics. Once GK could "see" his makeover and commit to it, we were able to plan and complete his treatment in about three weeks.

**Indrani** "I had never really been happy with my smile from certain angles. I knew how to compensate for it in still photos, but a moving camera doesn't permit you to have your face turned all the time. I knew I could focus on the work at hand if I wasn't trying to hide something about myself. But I wasn't sure what needed to be done. The doctors were really amazing in figuring out exactly what was wrong with me. And they figured out how to fix it in a short time." Indrani knew she couldn't postpone the makeover she'd always desired any longer. Filming was about to begin, and scheduling was further complicated because she had multiple issues that had to be addressed. So our complex plan for her began with a laser gum lift. Then we completely rebuilt all of her upper teeth and her lower back teeth with porcelain veneers and overlays, creating a properly physiologically balanced jaw position. The results were as stunning and beautiful as her luminous personality, and we were able to complete everything within her tight deadline.

**Markus** "I didn't like my teeth before, for many reasons. But I wanted them fixed – no half-baked tries; I would do whatever it took. The work took only two full days and a few checkups after – it hardly interfered with my life at all; I went out on a date two days after it was finished! How gentle they were! There was no pain. They were like guardian angel dental masters!"

The only time Markus had tried to improve his smile he had known that neither the dentist nor his blueprint were up to par. So, with no time to spare before Double Exposure, he had to start immediately, and complete the work in as little time as possible. When Markus visited us for a consult, our plan for him was nothing less than the full reconstruction he needed and wanted, up to the standards he demanded and deserved. With full reconstruction patients, we create veneers and crowns on all teeth to reestablish lost tooth structure and to allow the jaw to move forward to a more ideal aesthetic and functional position. Because of the pressing time frame Markus had to meet, we were able to complete his entire treatment in only three-and-a-half weeks. Markus knew that he had not only met his own exacting standards, but exceeded them, with an exceptional makeover that was truly closeup-ready.

Even with the pressure of meeting tight deadlines for all three patients almost simultaneously, we found the challenge exhilarating, and were really gratified when we were able to complete the complex procedures on time, and on target. Best of all: the enthusiasm of GK, Indrani, and Markus, and being able to see our work on-screen. High drama definitely has its rewards!