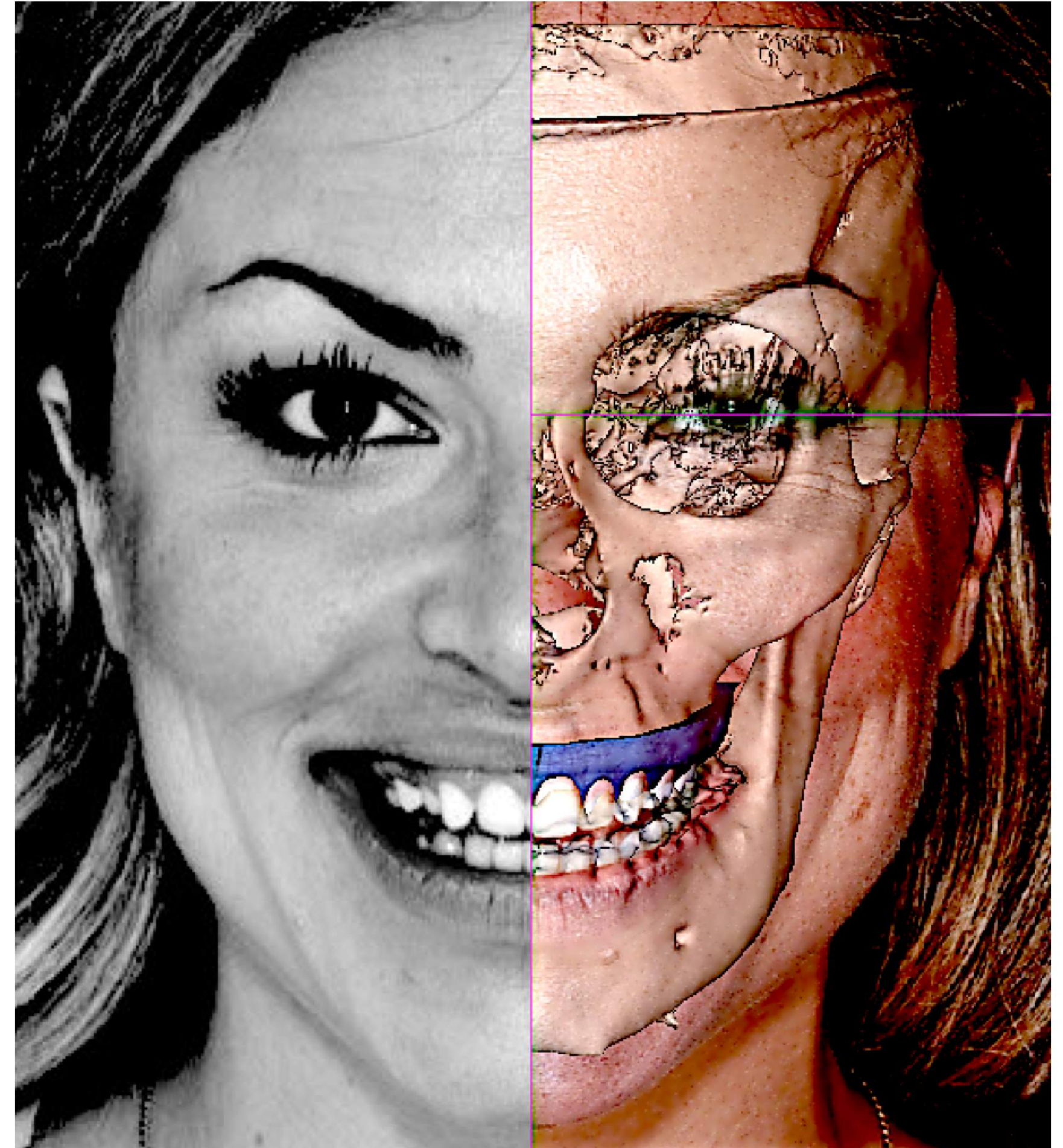




Hands-on & Live Patient

SMILE DESIGN
OROFACIAL THERAPY
&
EMOTIONAL DENTISTRY

**CLINICAL, TECHNOLOGICAL, BUSINESS & MARKETING
STRATEGIES FOR 21ST CENTURY DENTISTRY**





MODULE 1

Our Venues



São Paulo
June 27-30

SOLD OUT

Próximo: Nov 07-10 (Português)



Madrid

Oct 09-12 (English)

NYU
Advanced Esthetics Program CE

New York

Sept 16-19 (English)

KOIS CENTER
ADVANCING DENTISTRY THROUGH SCIENCE

Seattle

Dec 12-15 (English)

www.DigitalSmileDesign.com

THE OROFACIAL JOURNEY

DSD seeks to present to the world a new face of dentistry - more human, emotional and artistic, but also more efficient and precise through digital technology, further enhancing our noble profession in society because, after all, there are not many things in this life that are more important than a healthy, natural, confident and beautiful SMILE.

Christian Coachman



The DSD Experts - Guest Speakers



Altamiro Flavio
**Botulinum Toxin, Fillers &
Bichectomy**



Kyle Stanley
**The Lip Factor
Unveiling the Smile Beauty**



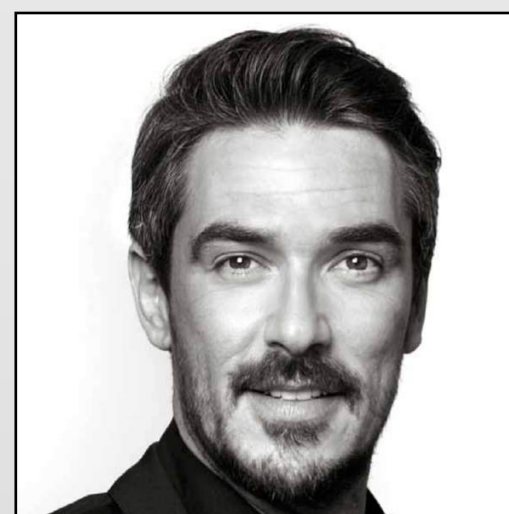
Bruno Pereira
**Modern OroFacial Analysis
& Literature Review**



Paul Vigario
**Technology -Getting your
Office DSD Ready**



Eduardo de la Torre
**DSD Impact & Patient's
Experience**



Miguel Stanley
No Half Smiles



Eduardo Mahn
The Smile Dynamics



Brendon Macdonald
**Professional Marketing
for Dentists**



Philippe Salah
**Remote Monitoring & Patient
Commitment**



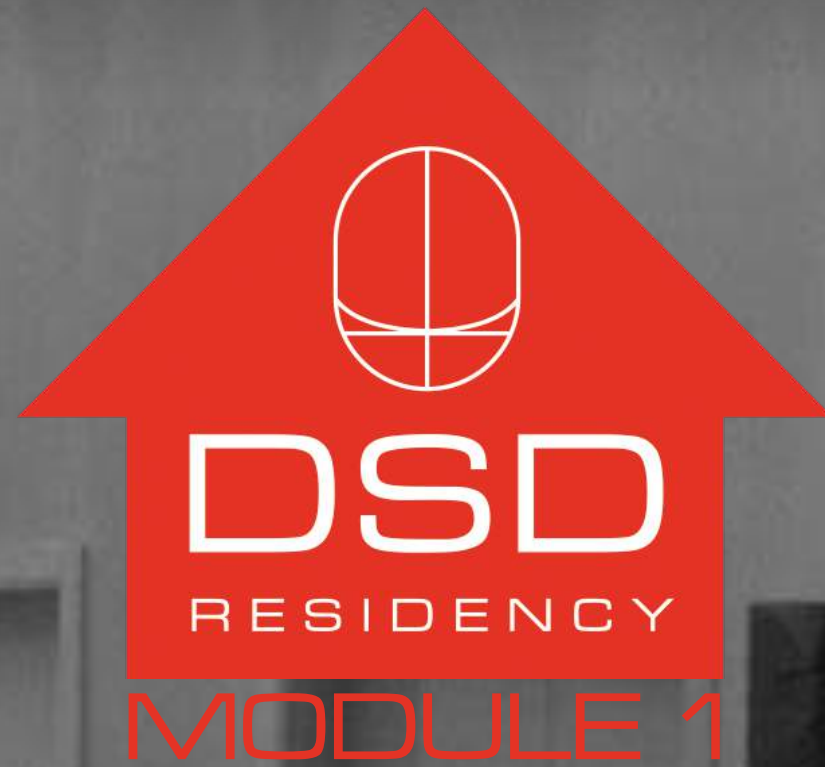
The Speaker & Moderator

Course Coordinator
Christian Coachman
Smile Designer & Treatment Planner



**“Besides the DSD Content, Live Patient
and Unique Hands-ons... you will witness
concise, powerful and effective lectures
from some of the coolest professionals I
most admire in the OroFacial World”**

Meet our Special Guest Speakers





Altamiro Flavio
Goiania, Brasil

**Botulinum Toxin, Fillers
& Bichectomy**





Altamiro Flavio
Goiania, Brasil

**Botulinum Toxin, Fillers &
Bichectomy**



Why did I invite Dr Altamiro Flavio?

One of the main Brazilian KOL's on topics related to Peri-Oral esthetic procedures. Beautiful and educational presentation on everything a dentist should know to easily incorporate it to your tool box, taking your treatments way beyond teeth and gingiva.

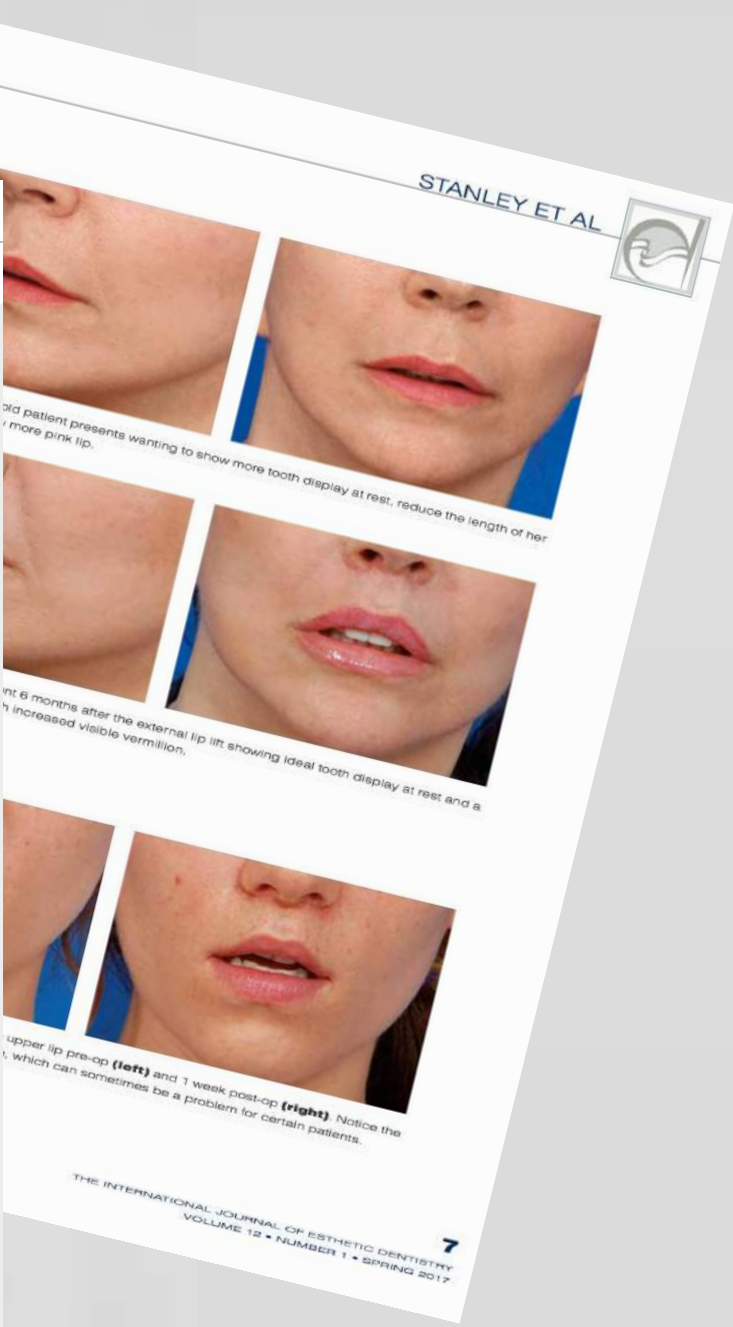
Christian Coachman

Learning Objectives:

- 1. Botulinum Toxin & Dermal Fillers: Esthetic Possibilities**
- 2. Toxin + Fillers: Powered Action**
- 3. Bichectomy & Masseter (Chemical Denervation)**

Kyle Stanley
Beverly Hills, California

The Lip Factor
Unveiling Dental Beauty



Lip Lifting: Unveiling Dental Beauty
Kyle Stanley, et al. IJED, Vol 12, N 1, 2017



Kyle Stanley
Beverly Hills, California

**The Lip Factor
Unveiling Dental Beauty**



Why did I invite Dr Kyle Stanley?

Kyle is one of the few dentists that is already integrating his treatments with sophisticated plastic surgery procedures. His "Lip Lift" technique is groundbreaking and a paradigm shift.

I asked him to present this technique and how he is changing facially driven treatment planning with it.

Christian Coachman

Learning Objectives:

- 1. Learn to treatment plan the youthful position of the lip before planning the teeth**
- 2. Incorporate plastic surgery procedures into dental planning using a team approach**
- 3. Use youthful facial proportions to enhance your patient's smiles**
- 4. Through an Orofacial approach give your patients a youthful lip instead of just restored teeth**
- 5. Discuss the aging perioral region and how it relates to fashion, art and dentistry.**



Bruno Pereira Silva, DMD/Enllo Jimnez-Castellano
Rafael Martnez-de-Fuentes, DMD, PhD/Joseph R. Gre
FAGDP/Stephen Chu, DMD, MSD, CDP

The purpose of this article was to determine the individual thresholds of certain facial and dental discrepancies for a (SFM). A facial photograph of a female subject's smile was into an artificially asymmetric picture. Modifications were its shifts in the dental midline, nose, and chin (group 1) and a and incisal plane (group 2), resulting in a total of 24 offset two groups. One-hundred randomly selected laypersons d were used to evaluate each image according to their own esthetic criteria using a visual analog scale. The visual perc found for the SFM were 2 mm for a dental midline shift, 4 5 degrees for dental midline cant, and 3 degrees for front Chin deviations of 6 mm or less were not noticed. Dental s deviation, dental midline cant, and incisal plane cant relat impact on the perception of facial attractiveness. Chin dev statistically significant impact. (Int J Periodontics Restorativ e162-e171. doi: 10.11607/jpr.1618)

Clinical Professor, Department of Prosthodontics, School of Dent Seville, Spain.
Professor, Department of Prosthodontics, School of Dentistry, Un Seville, Spain.
Visiting Professor, Department of Prosthodontics, School of Dent Seville, Seville, Spain.
Clinical Professor, Department of Restorative Dentistry, Karolinska University Hospital, Department of Periodontics, Pennsylvania School of Dental Medicine, Philadelphia, Pennsylvania
Clinical Associate Professor, Director of Esthetic Education, College of Dental Medicine, New York, New York, USA.

Correspondence to: Dr Bruno Pereira da Silva, Departamento de Facultad de Odontología, Universidad de Sevilla, Calle Arzobispo 4 email: bnpereira.us.es@gmail.com

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The International Journal of Periodontics & Restorative Dentistry.
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Fig 10 1-mm chin deviation to left of face.



Fig 11 2-mm chin deviation.



Fig 12 3-mm chin deviation.



Fig 13 4-mm chin deviation.



Fig 14 5-mm chin deviation.



Fig 15 6-mm chin deviation.



Fig 16 5-degree canting of the dental midline.



Fig 17 10-degree canting of the dental midline.



Fig 18 15-degree canting of the dental midline.

The incisal plane of the SFM was parallel with the interpupillary line.⁹ The cant of this plane

was done to the right side of the face model, where incremental changes of 1 degree

were made in four progressive steps, starting with 2 degrees of incisal plane cant (Figs 19 to 22).

Volume 33, Number 6, 2013

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Laypersons' Perception of Facial and Dental Asymmetries

Bruno Pereira Silva, Stephen Chu, et al.

IJPR, Vol 33, N 6, 2013.

um ratings (mm) for group 1

Mean	SD	Minimum	Maximum
37.92	8.502	15.0	50.0
37.11	7.024	20.0	50.0
31.28	11.506	50.0	50.0
22.58	10.891	0	45.5
17.87	10.492	0	42.0
37.71	7.502	15.0	50.0
30.56	7.444	20.0	50.0
36.56	7.889	19.5	50.0
30.71	11.815	3.0	50.0
38.30	7.573	20.5	50.0
37.48	8.545	17.0	50.0
34.50	9.519	60.0	50.0
30.22	9.011	60.0	50.0
35.71	8.253	15.5	50.0
35.18	8.214	17.0	50.0

esthetic criteria, bean at the left side of the nds to the least at-pression observed, side being most at- tractions were given focus their attention area, such as smile, or any other dental s they were asked pression beauty analog scale (VAS) is sure a feature or an i within a continuous i that cannot be eas- measured.¹⁴⁻²⁰ The

rating scale was 50 mm for group 1. Raters from this group felt that the 50-mm VAS scale was too narrow to allow observers the ability to express small differences between different pictures; therefore, the rating scale used for group 2 was lengthened to 100 mm. Once all questionnaires were collected, the scores given on the scale to each photograph were measured with a digital caliper. Ratings were from 0 to 5 and the results were registered from 0 to 50 mm for group 1 and from 0 to 100 mm for group 2, and increased in values of 5.

Volume 33, Number 6, 2013

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Bruno Pereira
Marbella, Spain

Modern OroFacial Analysis
& Literature Review





Bruno Pereira
Marbella, Spain

Modern OroFacial Analysis & Literature Review



Why did I invite Dr Bruno Pereira?

Bruno has been collaborating and publishing with several well known professors and researchers. I always thought that his studies and findings were extremely realistic and groundbreaking. I asked him to join us and share the latest developments on facial analysis and also bring a very useful literature review of important articles.

Christian Coachman

Learning Objectives

- 1. Understand the Perception Mechanisms of facial harmony**
- 2. Integrate smile as a Facial Gesture**
- 3. Learn a new protocol of Comprehensive Facial Analysis**
- 4. Diagnose different Patterns of Facial Asymmetry**
- 5. Update Facial Aesthetics Literature Review**

Eduardo Mahn
Santiago, Chile

The Smile Dynamics





Eduardo Mahn
Santiago, Chile

The Smile Dynamics



Why did I invite Dr Eduardo Mahn?

I met Eduardo several years ago when both of us were traveling around the globe lecturing. He is one of the few guys in the circuit that really impressed me with his material and educational skills. He immediately embraced DSD and the Visagism concept, even better, he took it to the next level with research projects as a Professor in Santiago.

I asked him to share with us the latest developments on his work with morpho-psychology, facial dynamics and smile customization. Very interesting for sure!

Christian Coachman

Learning Objectives:

- 1. Learn about the Smile Dynamics**
- 2. Learn about Tooth Form Selection**
- 3. Learn about the new more Prevalent Archetypes**
- 4. Learn about the Correlation and Differences between Genders**
- 5. Learn about how DSD can help to overcome Personal Preferences**

Paul Vigario
**Technology - Getting
your Office DSD
Ready**



Start Your Day
With a DSD Ready System





Paul Vigario
**Technology -Getting
your Office DSD Ready**



Why did I invite Paul Vigario?

In the expanding field of information technology for the dental industry, Paul can definitely be considered a pioneer and leader.

He is the founder of SurfCT.com, A Dental Information Technology Company that helps dentists and clinics to explore and incorporate digital strategies. The link with DSD was obvious and last year we started to work together on projects to facilitate the implementation of all the amazing opportunities the IT brings. He will cover a very important topic, that usually is the major question after people leave, excited, the DSD course: **“How can I get my office DSD Ready?”** He has some pretty good answers. Come check it out!

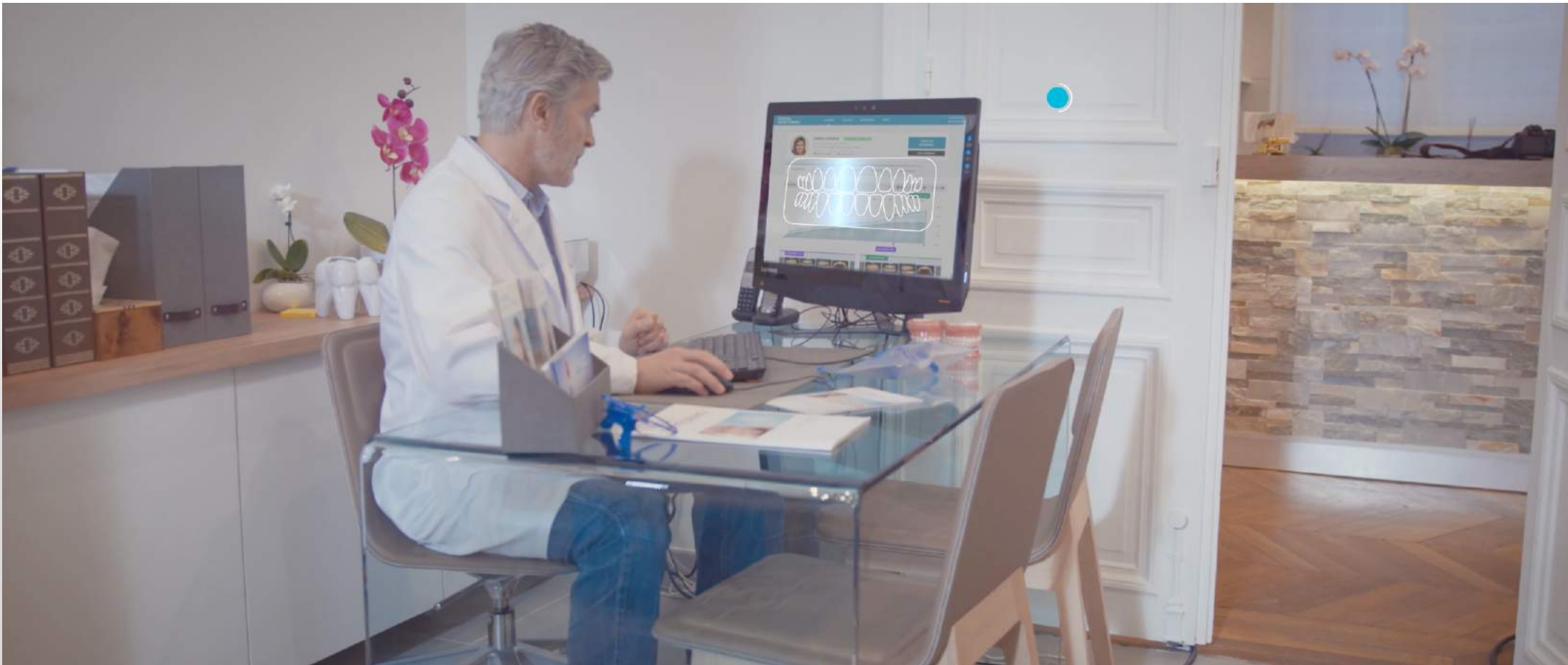
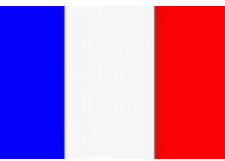
Christian Coachman

Learning Objectives:

- 1. Get More New Patients In Your Practice**
- 2. Increase Patient Treatment Acceptance.
More patients saying "Yes" to the
treatments they need.**
- 3. Increase Patient Retention**
- 4. Achieve The Ideal Digital Workflow**
- 5. Achieve Your Vision Faster**

Philippe Salah
Paris, France

**Remote Monitoring:
Quality Control &
Patient Commitment**

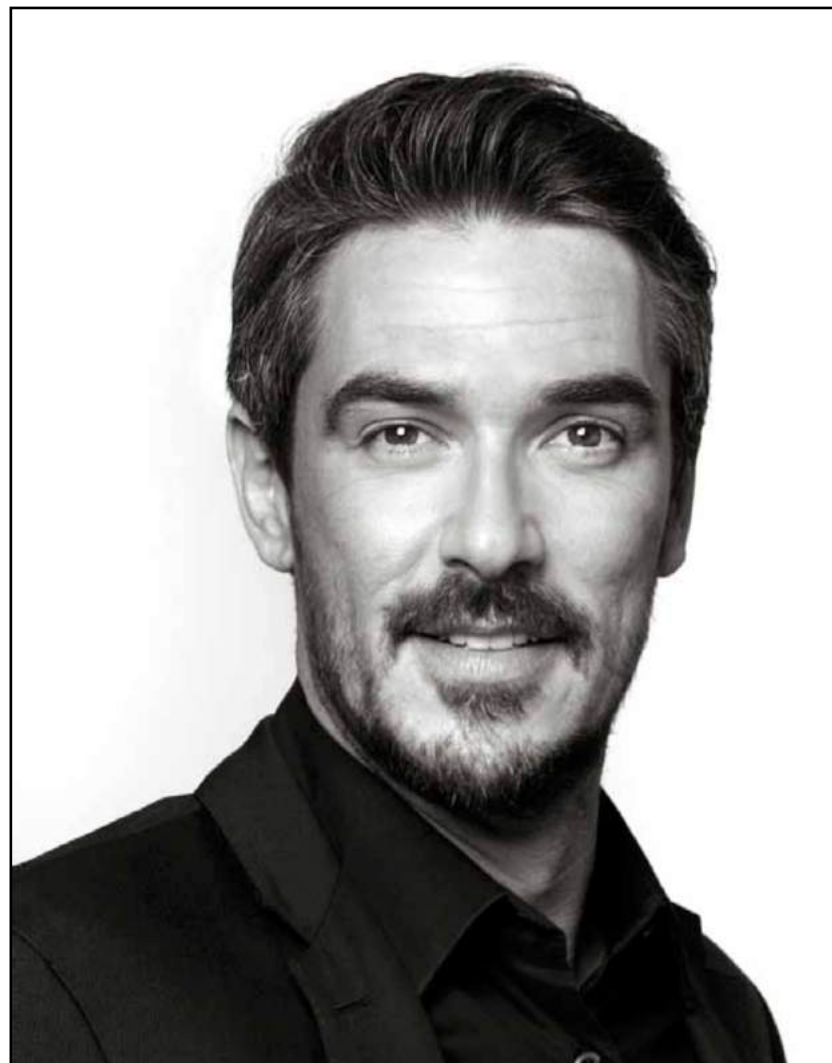




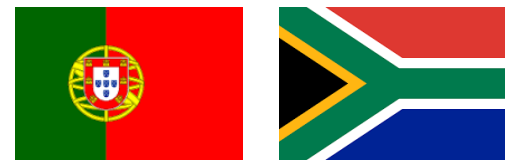
Miguel Stambler

No Half Smiles!





Miguel Stanley
No Half Smiles!



Miguel Stanley is the founder, clinical director and CEO of White Clinic based in Lisbon, Portugal, focused on complex cosmetic oral rehabilitation.

Dr. Miguel Stanley has been practising since 1998, having graduated from ISCS-Egas Moniz and taken his post graduate training at the Branemark CEOSA center in Madrid in 1999, completing his training in cosmetic dentistry in 2000, at the same faculty. He then went on to train in functional aesthetics and occlusion in Chicago in 2005. He is a board member of Digital Dentistry Society representing the Communication Committee, responsible for its global expansion. He's been an active member and expert provider for dental XP since 2006 and part of the DSD Advisory Board.

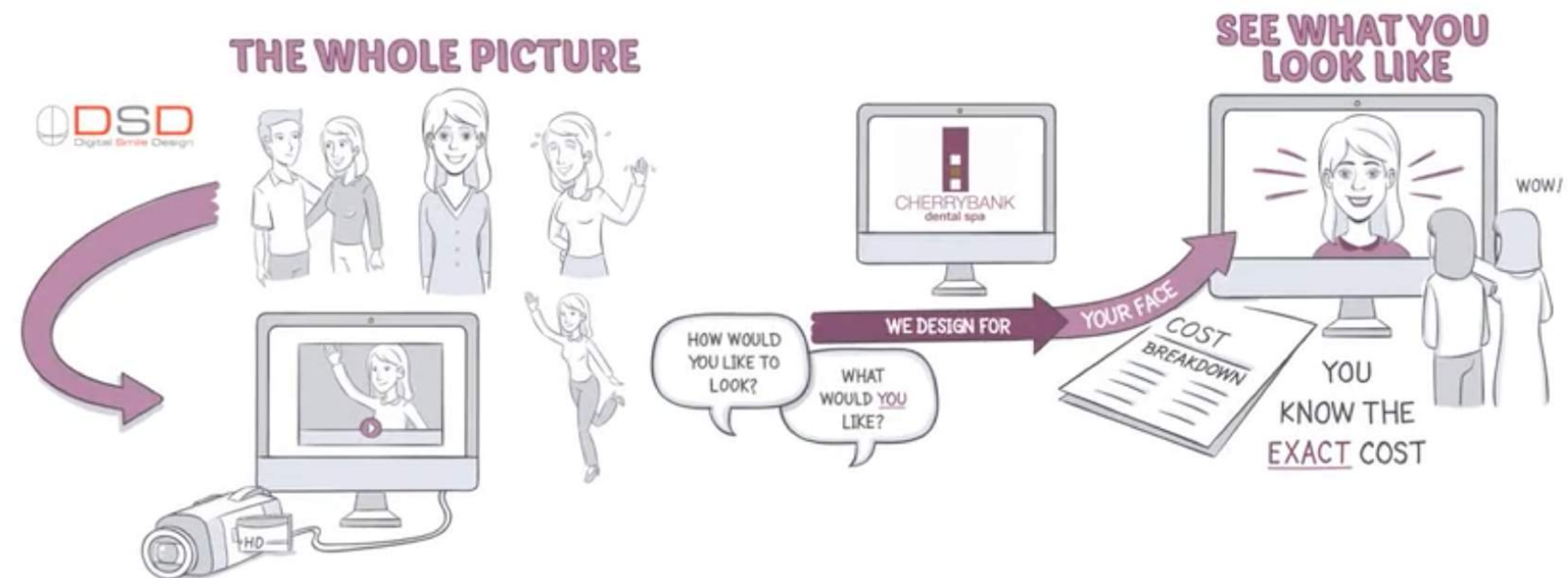
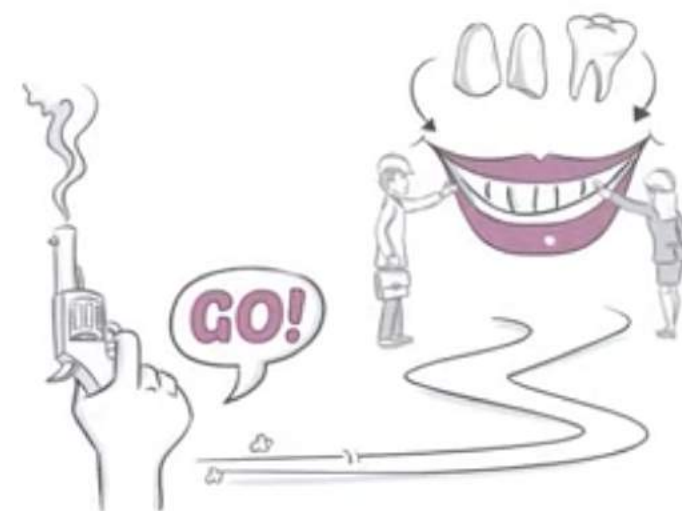
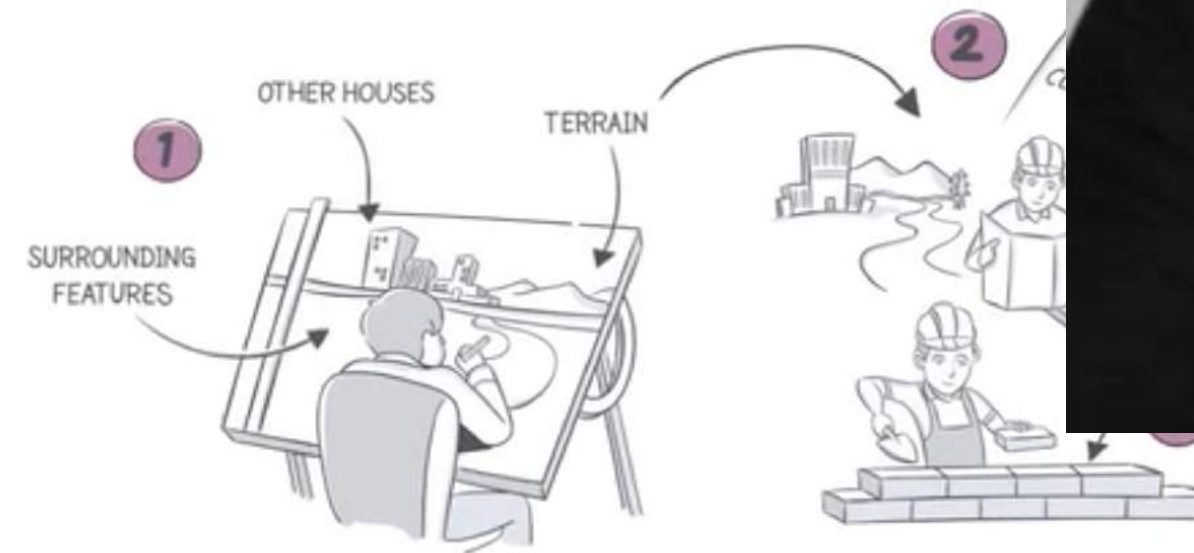
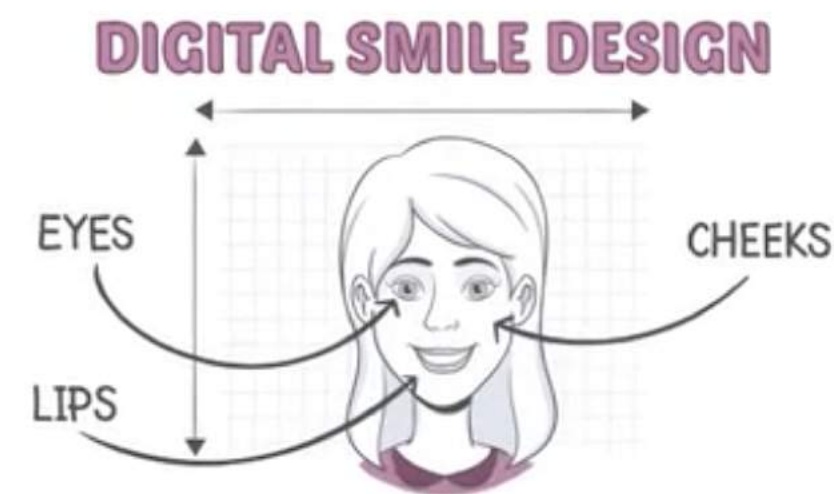


Learning Objectives:

- 1. Change the way you see your work and your philosophy toward your patient by making them Stakeholders in your Business**
- 2. Focus on Fundamental Basic Life Rules that we forget to apply in dentistry but remember apply in our day to day.**
- 3. Successful Management of Patients in complex cosmetic oral rehabilitation cases from start to end.**
- 4. Sometimes Learning to say NO is the best way to stay ahead. Focus on what's truly important and win every time.**
- 5. The Happiness Business Plan**



Brendon Macdonald
**Professional Marketing
for Dentists
Storytelling for a Holistic
Dental Office**





Brendon Macdonald
**Professional Marketing
for Dentists
Storytelling for a Holistic
Dental Office**



Why did I invite Brendon Macdonald?

Brendon runs a successful marketing agency:
www.yelloveedub.com, focused on dentistry in UK.
He helped us, during the early days of DSD in the media to transform our brand and spread the word and developed the very successful marketing campaign for the DSD World Tour that was key for our sold out experience all over the world!
Recently we've been talking about how to develop an attractive storyline and create perceived value through the principles of Holistic and Transdisciplinary dentistry. I asked him to share with us exactly this storyline and strategy. I can't wait!

Christian Coachman



Attract your ideal patients without being the HERO in their story

Are you looking to Attract New Patients from the internet?

Bewildered about where to start and what to do.

This lecture will help you get clarity and simplify

what successful dental digital marketing looks like

Brendon has worked with over 100 dental practices and will share the 4 step proven process to Growing your Dental Practices Using Digital Marketing.

Key learning aims, objectives and anticipated outcomes for your presentation?

Learn How To Use Inbound Marketing To Attract New Patients

- **Learn How To Keep Inbound Marketing Simple & Efficient**
- **Get clarity in how the pieces in the process fit together to make successful Digital Marketing strategy**

Learn the story telling framework to attract your ideal patients

- **You will learn how the actionable format to use to develop your own digital marketing**

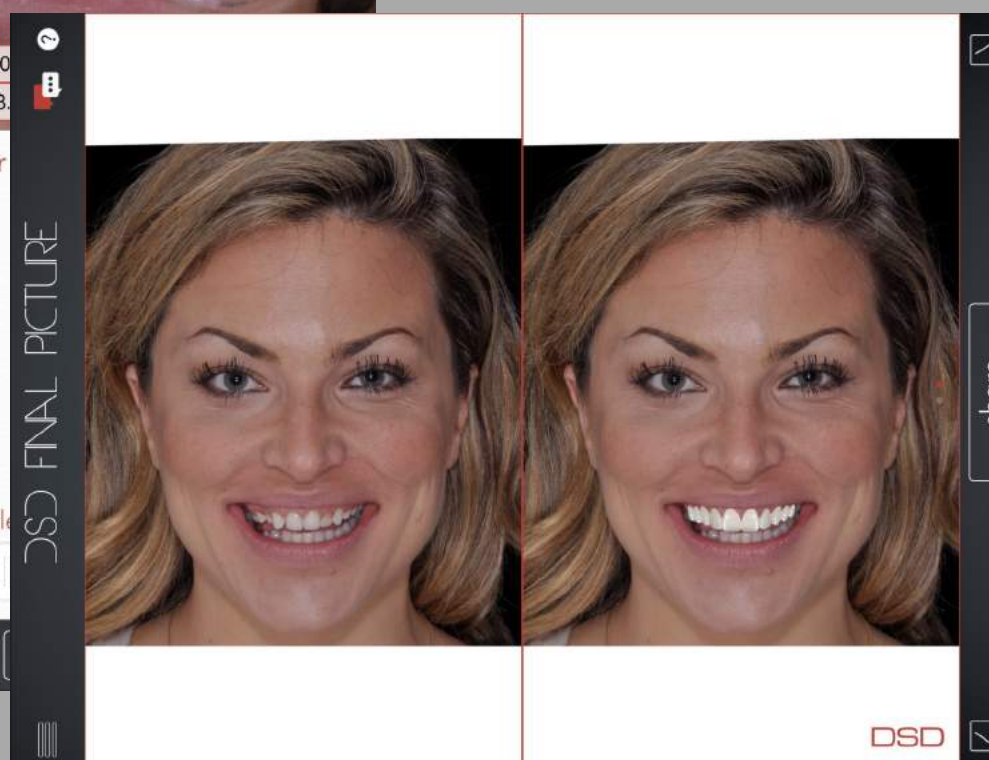
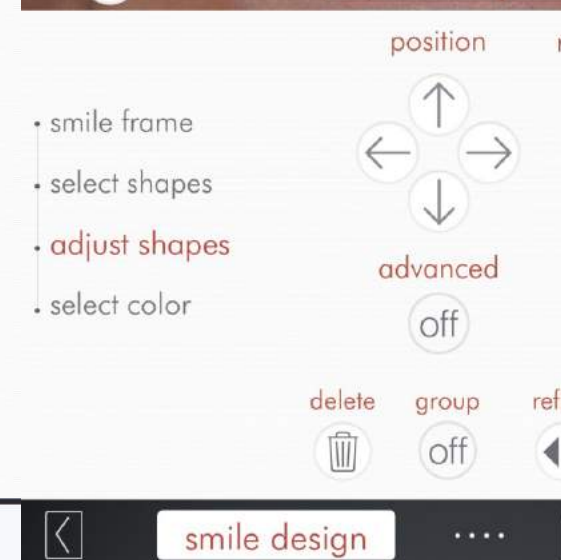
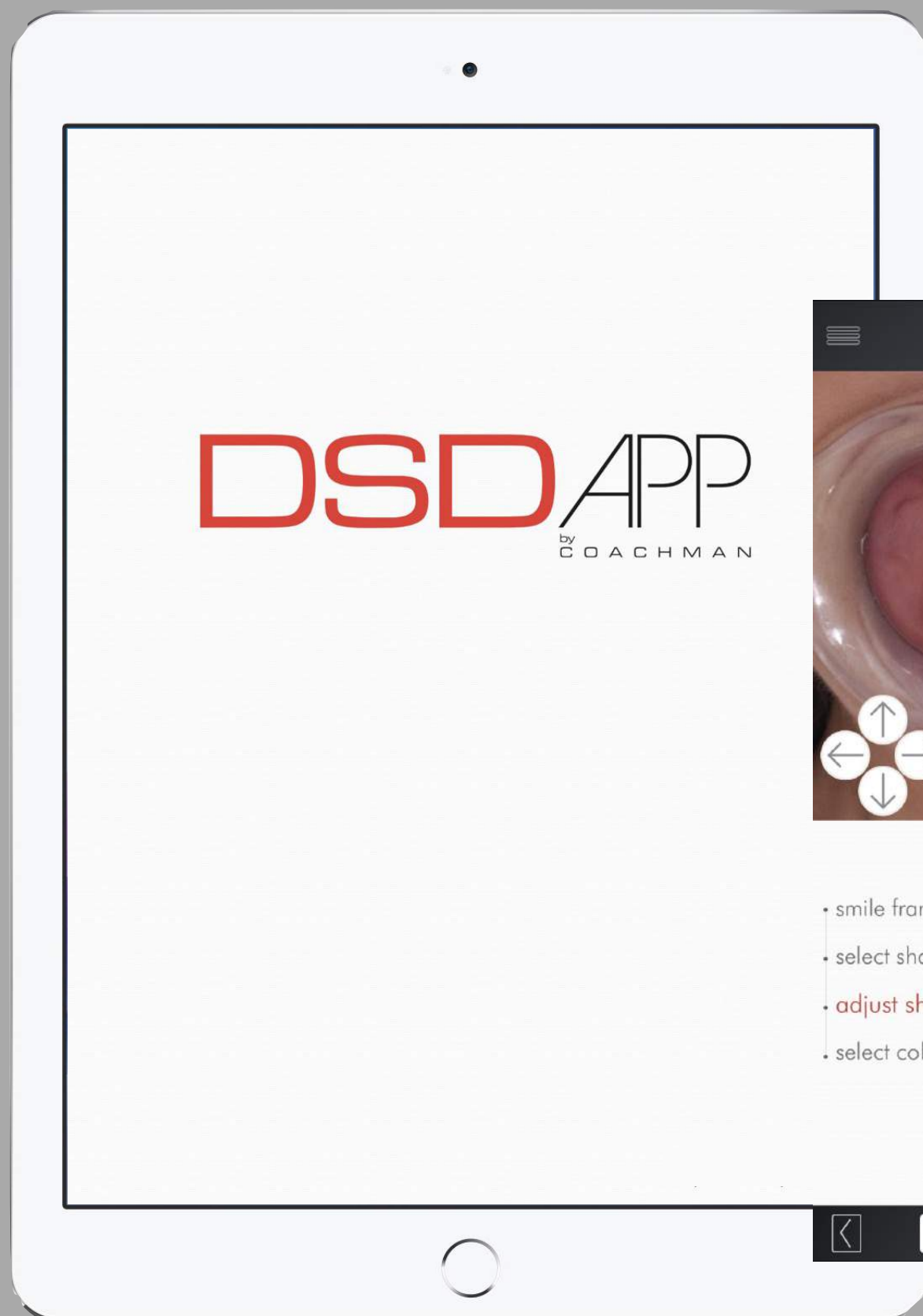


Ralph Georg
Miami, USA

DSD App CEO
Software Specialist



The NEW DSD App Hands-on





Francis Coachman
Madrid, Spain

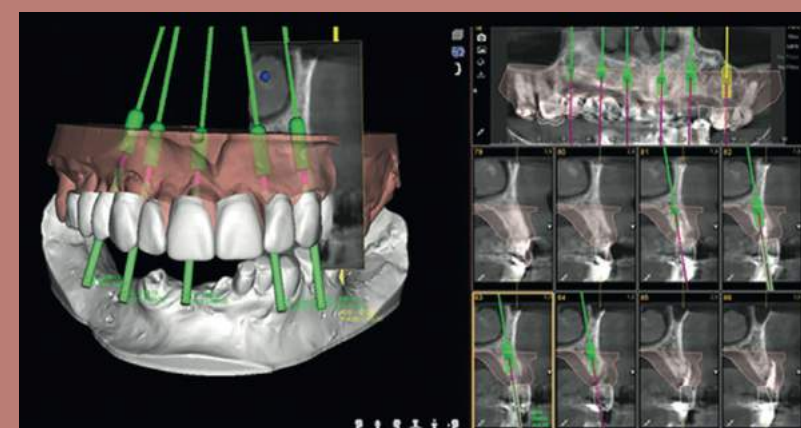
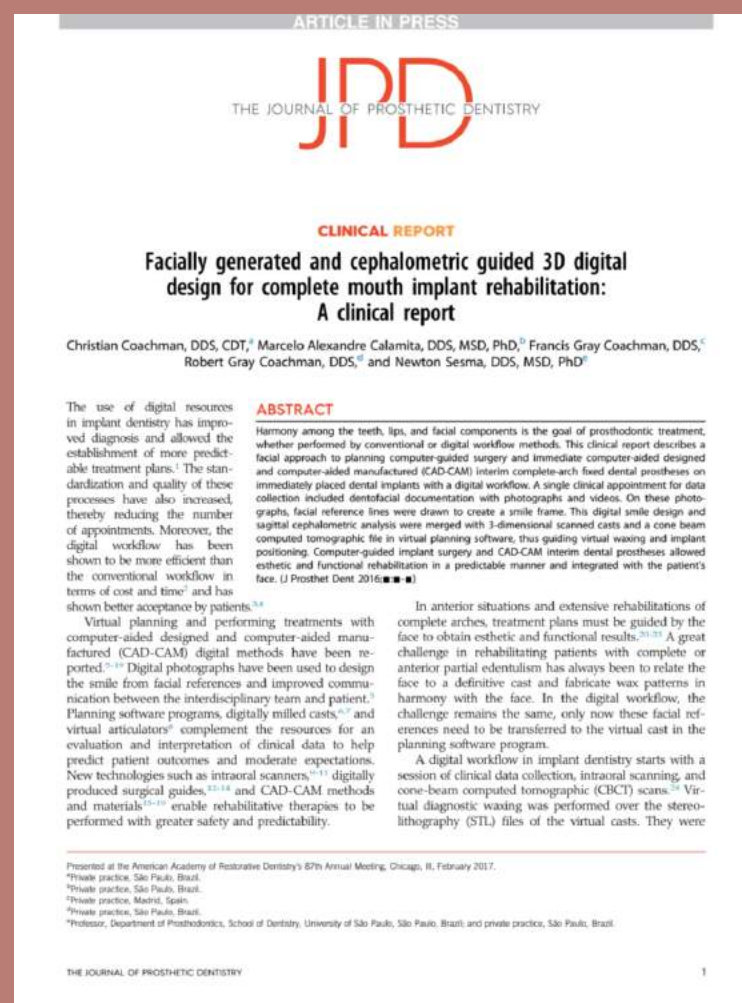
DSD Planning Center 3D Smile Design



Francis Coachman

Besides being a talented implant surgeon, with unique expertise in All-on-X cases and Zygomatic implants (more than 400 placed Zygomatic implants), he also became an expert in 3D software and smile design. Since 3 years he moved to Madrid and became the Director of the DSD Planning Center, a pioneer project that is changing the digital dental world. He is always with me in every DSD Residency course sharing his knowledge with the DSD 3D workflow.

Christian Coachman



Facially generated and cephalometric guided 3D Digital Design for complete mouth implant rehabilitation.

Coachman C, Coachman F, et al. Journal of
Prosthetic Dentistry. 2016



Luken de Arbeloa
Madrid, Spain

**DSD Planning Center
Prosthodontic Specialist**



Guillermo Manzano
Madrid, Spain

**DSD Planning Center
Implant Specialist**



NEMODSD PLANNER

SOFTWARE demo

Drs. Luken and Guillermo, from the DSD Planning Center are experts in the NemoDSD Software Platform.

They will demonstrate the NemoDSD 2D/3D Smile Design and the NemoDSD Guided Surgery software and will coordinate the hands-on with the participants.

All participants will receive a demo license of the software to practice during and after the course!



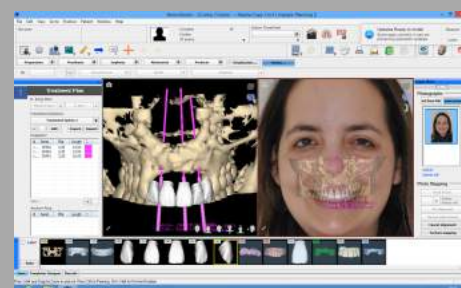
NEMODSD 2D
COACHMAN

**Demo & Hands-on
during the
DSD Residency 1**



NEMODSD 3D
COACHMAN

**Demo during
DSD Residency 1 and
extra day hands-on**



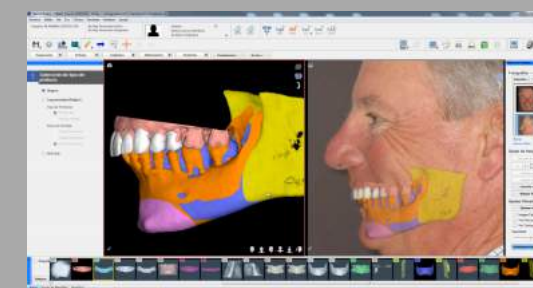
NEMODSD Guided Surgery
COACHMAN

**Demo during DSD
Residency 2 and
extra day hands-on**



NEMO ORTHO

**Demo during DSD
Residency 2 and
extra day hands-on**



NEMO FAB
by ARNETT
ORTHOGNATHIC

**Demo on a extra day
and specific courses
with Dr Arnett's
team.**

The complete DSD 2D step by step hands-on will be done with the NemoDSD Software. Extra optional days will be offered for those willing to practice the 3D software.

Digital Dentistry and **Smart Phone** Video/Photo Protocol, Intra-Oral **Scanning** and **Printed** Mock ups

Emotional Dentistry. Creating a unique experience for the patient

Dynamic Facial Analysis and **3D Smile Design**. Complete Digital Protocol

Morpho-Psychology. Customizing Smiles with **Visagism**

Artistic Vision. Projecting Smiles with the right side of the Brain

Modern Dentistry: **Global Diagnoses** and Facially Driven Dentistry
Treatment Planning Session

Facial Analyses and **Orthognathic Surgery**

Morphological Research for Smile Reconstruction. Dento-Gingival Prosthesis

Lip Lift, Botox, Fillers, Bichectomy and Facial Plastic Procedures

OroFacial Research and **Literature Review**

Social Media & Marketing Strategies

21st Century **Marketing/Management** strategies

DSD Planning Center Concept

The New DSD App for Smile Design & OroFacial Analysis/Simulation, 2D and 3D design

HIGHLIGHTS





TECHNOLOGY FOR
BETTER DENTISTRY