

Editorial

THE INCORPORATION OF FACIAL AESTHETICS IN DENTAL PRACTICE

Enhancement of facial beauty is one of the primary elective goals of patients seeking dental consultation. Aesthetic dentistry procedure aims to improve the appearance of smile while also addressing the patients' aesthetic issues. Once performed only by medical professionals such as dermatologists, Facial aesthetics is now rapidly becoming a forte of dental professionals.

Dentists are extremely aesthetically aware and generally considered the best health care professionals to provide injectable treatment. Medical training, plus the knowledge of facial anatomy makes a dentist adept in performing facial aesthetic procedures. The learning curve is generally short owing to an astute ability to handle syringes and needles. Furthermore, a dentist provides holistic diagnosis and advice on matters concerning the face. Greater familiarity exists regarding the handling of complications of the head and neck regions.

However, it is important to note the underlying stigma that surrounds several esthetic procedures like Botox treatment in the dental setting. Botox has not traditionally been used in dental practice, and it is viewed as a mainly cosmetic procedure that should only exist in the world of plastic surgeons and dermatologists. A viewpoint like this is limiting the potential that Botox has for the treatment of numerous dental-related conditions. It absolutely has a place in dental offices and can be used for therapeutic as well as cosmetic purposes. The same can be said for other esthetic treatments like permanent and semi permanent fillers.

In addition to the medical and cosmetic advantages that facial aesthetic procedures can offer, they can also be a profitable addition to most dental practices. These treatment protocols can create a significant increase in the production totals of a practice. While the focus should always be on patient care, most dentistry is practiced through a small business model and incorporation of newer treatment modalities becomes imperative.