

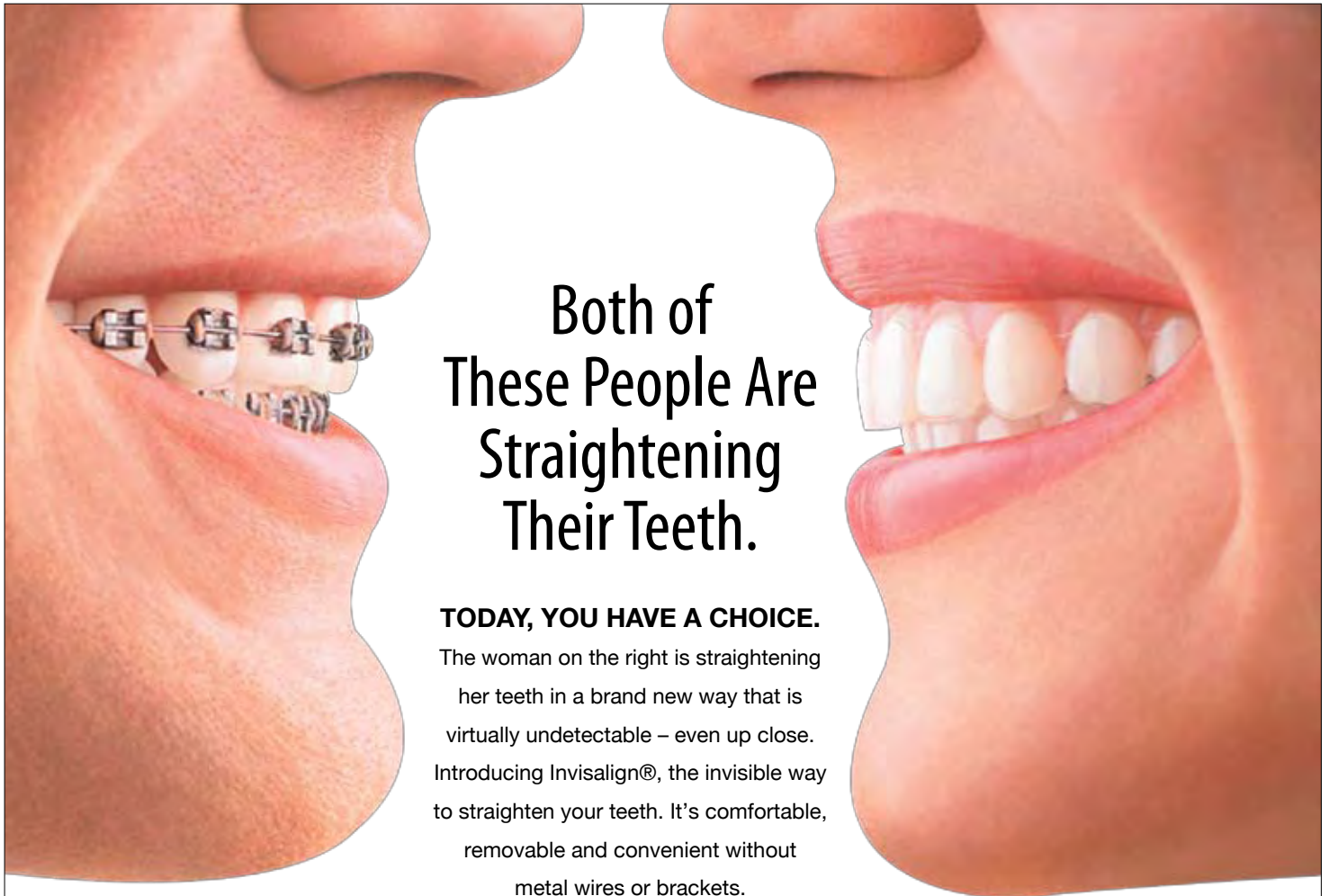
IF YOU'RE NOT INFORMED, IT SHOWS

INFORM

GAZINE

Creating Smiles ... Changing Lives®

John M. Hucklebridge, DDS, FAGD,
Discusses his Personalized Approach
to Cosmetic Dentistry & Patient Care



Both of These People Are Straightening Their Teeth.

TODAY, YOU HAVE A CHOICE.

The woman on the right is straightening her teeth in a brand new way that is virtually undetectable – even up close. Introducing Invisalign®, the invisible way to straighten your teeth. It's comfortable, removable and convenient without metal wires or brackets.

THE INVISALIGN SYSTEM

For decades, traditional braces had been the only option for adults who wanted straighter teeth. The Invisalign® System offers the first true alternative, by utilizing advances in 3-D imaging technology to create a series of customized plastic aligners. CAD (Computer Aided Design) software is then used to simulate the movement of your teeth during treatment. Invisalign's advanced technology builds precise models of your teeth at each stage of your treatment. Individualized, custom-created clear aligners are then made from these models. Each aligner is worn for two weeks, 24 hours a day. Over 250,000 individuals have regained beautiful smiles with Invisalign®.



PLANO SMILE STUDIO

COSMETIC, IMPLANT AND FAMILY DENTISTRY

JOHN M. HUCKLEBRIDGE, DDS, FAGD

4701 West Park Blvd. Suite 201 Plano, Texas 75093

972.398.2550

www.planosmilestudio.com



Call today to schedule a complimentary Invisalign® consultation.

A close-up portrait of Dr. John M. Hucklebridge, a man with short brown hair, smiling warmly at the camera. He is wearing a dark jacket over a light-colored collared shirt. The background is dark and out of focus.

DR. JOHN M. HUCKLEBRIDGE

PLANO SMILE STUDIO
COSMETIC, IMPLANT AND FAMILY DENTISTRY

CREATING SMILES ... CHANGING LIVES[®]

by Anna Charles

Imagine having a smile that lights up your face and exudes confidence and success. There's no better time than now to get the smile of your dreams. Look younger and healthier. Give yourself a competitive edge in the job market. Boost your sex-appeal and self-esteem. Get ready for that big event like a wedding, important business meeting, or class reunion. Whatever your goal, a smile designed by John M. Hucklebridge, DDS, FAGD, one of the most highly regarded cosmetic dentists in the DFW metroplex, is a great investment that will reflect your smile now and for years to come.

INFORM recently had the opportunity to talk to Dr. Hucklebridge about his approach to dentistry, and why his practice is vastly different from most. Dr. Hucklebridge is dedicated to providing all of his patients with superior dental treatments while delivering the highest level of patient care. As a testament to his dental excellence, he has been awarded the prestigious Fellowship status with the American Academy of General Dentistry—a recognition held by fewer than 10 percent of dentists worldwide.

An Interview with John M. Hucklebridge, DDS, FAGD

INFORM: *You've been in practice for 23 years and are one of the most sought-after cosmetic dentists in the Dallas area. In addition to creating amazingly beautiful, custom-designed smiles, what else makes you and your practice, Plano Smile Studio, stand out?*

Dr. Hucklebridge: It's our focus on exceptional patient-centered care. My practice philosophy isn't just to meet my patient's expectations, but to overwhelmingly exceed them by providing unparalleled customer service. This, in addition to premier dental care with a gentle, artistic and creative touch using advanced technology and materials of the highest quality, sets us apart.

INFORM: *How do you take patient-centered care from concept to reality? Isn't this more easily said than done?*

Dr. Hucklebridge: It takes complete commitment. It begins, fundamentally, with loving what I do, genuinely caring about the patient experience and each patient's welfare, and settling for nothing less than excellence. My staff shares the same dedication to world-class service. Our level of commitment shows in everything we do, from how we handle phone calls, when a patient makes an appointment, to the smallest detail during office visits, and beyond. We welcome and treat patients like friends and family, respect their time, truly listen to their concerns and goals, get to know them, take their best interest to heart and give them our undivided attention.

INFORM: *Most dental offices have different patients in different rooms or operatories at the same time. How do you manage to give patients your undivided attention?*

Dr. Hucklebridge: Dental practices base their patient volume on either the quantity of the patients they see or the quality of the dental care they provide. The impact of both can be seen in the appearance of their patient's smile. I have chosen to build my practice by providing the highest quality of dental work possible and by allowing a generous amount of time to meet each patient's needs. My office values the time that our patients dedicate to maintaining their dental health. Your time is very important to us. We have the "one patient at a time policy" to allow each patient to be seen on time without multiple interruptions during a procedure.

On a personal note, I enjoy this aspect of my practice because it allows me to focus on each patient without the interruption of going to another exam room. Our patients receive personalized dentistry. I make a point to know each patient and to develop a good relationship with them. It gives me great pride to see the beauty of a patient's smile and know that my staff and I have played a part in its appearance, as well as, their overall dental health.

INFORM: *Is there anything else that you would like to tell our readers about your approach patient-centered care?*

Dr. Hucklebridge: We are considerate of our patient's time and do everything possible to start appointments at the scheduled time.

You aren't going to be left waiting in the reception area past your appointment time. We also recognize that emergencies occur. Our patients are provided with a 24-hour telephone number allowing them to reach us at any time of the day or night.

I'd also like to mention my staff. Amy, our hygienist, has been with me over 16 years and Stephanie, our clinical assistant, for 10 years. Seeing the same staff members from visit to visit, being greeted by name and remembered, also helps patients feel comfortable and well-cared for.

INFORM: *What sets your practice apart that makes patients feel at ease during their visits?*

Dr. Hucklebridge: Oral sedation is available for anxious patients, which allows them to sleep through most dental procedures. We offer aroma therapy, neck rolls, warm blankets, TV, and my chair-side manner is gentle and compassionate. Patients no longer have to fear a visit to the dentist. In fact, our patients enjoy seeing us.

INFORM: *Let's move on to your dental services. You do everything from routine family dental care to teeth whitening, dental implants, Invisalign®, Porcelain veneers and crowns, tissue re-sculpting, full mouth reconstruction, and more.*

Dr. Hucklebridge: Yes, our services are comprehensive. Rarely do I have to refer patients elsewhere to see a specialist, which offers them both convenience and peace of mind. We even have an on-site ceramist who customizes our porcelain veneers and crowns. Nothing is left to chance or interpretation in the fabrication process and this saves a patient's time. This process always gives us the most predictable end result.

INFORM: *Speaking of customization, your smile makeovers are unique to each patient and incredibly beautiful. How do you accomplish this?*

Dr. Hucklebridge: There are many elements that make a smile beautiful. It's my job as a cosmetic dentist to design a smile that is custom-made for each individual person. When I look at a patient's smile, I see many things apart from the teeth. The first thing I see is how their smile fits with the harmony of their face and their personality. I note how the lips frame the smile and the contour, position, and shape of the gums. Then I evaluate the size, shape, color and bite relationship of their teeth. This information helps me create a smile that is aesthetically appealing, as well as functional. I listen carefully to what my patients want me to achieve for each of them.

INFORM: *If a patient comes to you and says, "I'm not happy with my smile," what do you do?*

Dr. Hucklebridge: During the initial consultation, in addition to the aesthetic assessment I just spoke of, I ask questions to determine what the patient's concerns and goals are. I ask what expectations they have upon treatment completion. During our records appointment

Plano Smile Studio Dr. John M. Hucklebridge

I analyze the bite stability, check gum health, take digital x-rays, and perform a thorough oral exam to ensure there is no active decay. It's important for the patient to have optimal dental health before moving forward with smile design. At this appointment I also take impressions of the upper and lower teeth, which are used to fabricate a wax-up. I create a diagnostic wax-up so patients see what their new smile can look like before we proceed with treatment.

INFORM: *What can patients do to help in their smile selection process?*

Dr. Hucklebridge: I encourage patients to bring in pictures or pages from magazines of smiles that they like. Remember, this is a smile designed just for them. No two smiles are alike. We also have them look through a smile guidebook that depicts a variety of styles and tell us what smile designs they prefer and why.

INFORM: *What procedures are typically involved in a smile makeover?*

Dr. Hucklebridge: It varies greatly from patient to patient, depending on their needs, goals and budget. Sometimes teeth whitening and a couple of porcelain veneers create the desired look. Other smiles require total reconstruction, which may include veneers, crowns, dental implants if teeth are missing. Invisalign is also a treatment option to correct spaces or crowded teeth.

INFORM: *Porcelain veneers are a popular choice for many people. How many porcelain veneers do you recommend for a patient and is it important to have veneers on both the top and bottom teeth?*

Dr. Hucklebridge: We place as many veneers that are needed to optimize the smile. The number of veneers recommended depends on many factors, such as the size of the smile and how many teeth show from both the front and side views. It's also important to have symmetry with each smile makeover.

To answer the second part of your question, the decision to place veneers on the top and bottom teeth is as individual as the patient. The entire process is personalized to the individual's wants and concerns. If I feel that both upper and lower veneers will achieve what the patient wants to accomplish, I will recommend them.

INFORM: *Everyone wants to have whiter teeth. What options are available?*

Dr. Hucklebridge: In office whitening or porcelain veneers are typically the best choice. In-office bleaching provides immediate results most patients desire. I've found the best whitening results are achieved when the patient undergoes a thorough teeth cleaning, a in-office whitening procedure followed with home whitening trays. This process will optimize the entire whitening procedure.

If you have existing crowns, silver fillings, bonding, or tooth-colored fillings, you may need to replace them once you whiten your teeth to achieve the brightest smile possible.

INFORM: *What if a patient wants straighter teeth but doesn't want to wear braces?*

Dr. Hucklebridge: I can immediately straighten slightly crooked teeth with porcelain veneers without conventional orthodontics. The result is a straight, beautiful smile. Another option is Invisalign, which straightens teeth through a series of comfortable, clear aligners.

INFORM: *When a patient's teeth are too short, how do you make them longer?*

Dr. Hucklebridge: A lot of patients have this concern. It depends on what is causing their teeth to appear short. Sometimes people wear their teeth down from grinding. In this case, I would add length through a restorative process like bonding or porcelain veneers. To help prevent further grinding and protect their investment, I may recommend a mouth guard to be worn at night. In other cases, people have excessive gum tissue, which makes their teeth appear shorter than normal. Aesthetic gum re-contouring corrects this. During this procedure, gum tissue is removed, exposing more tooth and resulting in a longer, more attractive-looking smile.

INFORM: *What's the best option for missing teeth?*

Dr. Hucklebridge: For most patients, dental implants are an effective method for replacing one or more missing teeth. Dental implants have become the standard of care and look, feel and function just like natural teeth. It's important to address a missing tooth or teeth immediately. When you lose one or more teeth, your remaining teeth can drift out of position. This can lead to a change in the bite and a loss of additional teeth. Many patients have stabilized their dentures with implants. This procedure can offer piece of mind for loose fitting dentures and allows patients to eliminate messy adhesives.

INFORM: *Do you offer a complimentary consultation?*

Dr. Hucklebridge: Yes. It is my personal belief that the secret to obtaining and maintaining a beautiful, ageless smile lies in the partnership between a patient and his or her dentist. Because of this, my staff and I strive to make each patient's dental experience unique. We offer a complimentary consultation so that new patients can compare their current dental care to the care that we provide. During that time, they can meet our dental team and visit our state-of-the-art dental facility. After this visit, each patient leaves with information that provides alternatives for both improving their smile and maintaining their dental health.



after



before

Patient Concerns

Chi Chi did not like the black triangle between her two front teeth. Medication at an early age had turned her teeth gray and she had several teeth that were crooked, uneven, and broken. When she smiled she felt both her upper teeth on the right and left side were "caved in" creating a shadow when she smiled.

Treatment Recommended

12 full coverage Empress crowns were selected for both upper and lower teeth to achieve this beautiful result. This smile design enables Chi Chi to create a vibrant star quality smile she always dream of having. This procedure was completed in only two visits.



after



before

Patient Concerns

Becky's existing crowns and teeth were dark and showed signs of age, wear, and decay. Several dark lines were appearing around the gum line of many of her old crowns showing the metal margins of the aged crowns. Becky wanted a fuller, whiter, more youthful smile that eliminated the dark lines around the gum tissue from her previous dental work.

Treatment Recommended

To eliminate the dark lines, Becky's existing upper crowns were replaced with state-of-the-art, all-ceramic Empress crowns. The new crowns were color-corrected and designed to give her the more youthful and natural appearance she desired. Zoom in-office tooth whitening was performed on her lower teeth to maintain a beautiful, white smile.



after



before

Patient Concerns

Rachel had been unhappy with her smile since she was a teenager. She disliked the spaces between her front teeth and was unhappy with the size of her upper lateral incisors. She was very self-conscious about the white spots on several of her front teeth.

Treatment Recommended

Six custom-layered porcelain veneers were placed to close the spaces, create the tooth symmetry that Rachel wanted and to eliminate the white marks on her teeth. This two-appointment procedure gave Rachel the beautiful smile she desired.



after



before

Patient Concerns

Latrice had discolored, small teeth with white hypocalcified spots throughout her entire smile. Her teeth also had jagged edges which made them appear broken. This issue had been a concern of hers for several years. Latrice wanted to have a beautiful, white, even smile.

Treatment Recommended

All-ceramic Empress porcelain veneers were placed on Latrice's upper teeth which gave her the whiter, more even smile she had wanted for years. Her lower teeth were treated with Zoom 2 in-office whitening which matched her upper veneers perfectly. Latrice selected a treatment plan that enabled her to achieve all her desired goals and smile with more confidence.

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Are You a Candidate for Cosmetic Dentistry?

If you have been thinking about improving your smile, take a few moments and ask yourself the following questions to see if cosmetic dentistry is right for you.

- 1** Are you unhappy with your smile?
 YES NO
- 2** Do you wish your teeth looked whiter or straighter?
 YES NO
- 3** Are any of your teeth chipped or broken?
 YES NO
- 4** Do your teeth appear too small or too short?
 YES NO
- 5** Are your teeth uneven in length?
 YES NO
- 6** Do you refrain from smiling in photos?
 YES NO
- 7** Do you cover your mouth when you smile?
 YES NO
- 8** Do you see black margins around your existing crowns?
 YES NO
- 9** Are you missing teeth?
 YES NO

If the answer is YES to any of these questions, you may be a good candidate for cosmetic dentistry. Call Dr. Hucklebridge at 972.398.2550 to schedule your complimentary consultation.



portrait courtesy of
gregstephens.com

“As a professional model, my smile is very important. Dr. Hucklebridge’s extraordinary talent in cosmetic dentistry has improved one of my most important assets.”

—Kerrie

Creating Smiles ... Changing Lives®

At Plano Smile Studio, Dr. John M. Hucklebridge has been creating beautiful smiles for over 23 years. Dr. Hucklebridge has trained with some of the most prominent educators and world-renowned specialists in the areas of aesthetic, advanced restorative and implant dentistry. Plano Smile Studio offers a comprehensive and compassionate experience custom tailored for every patients needs from their first patient examination to the finished goal.

Dr. John M. Hucklebridge is passionate about helping all his patients achieve winning smiles. His practice philosophy is not just to meet his patient's expectations but rather to overwhelmingly exceed them by providing unparalleled customer service, as well as premier dental care. Using the most advanced technology and techniques available, Dr. Hucklebridge's immediate goal is to create smiles that change lives by improving each patient's self confidence.

At Plano Smile Studio, patients are treated like family. Your time is very important to us. We have the "one patient at a time policy" to allow each patient to be seen on time without multiple interruptions during a procedure. The office is tailored to make patients feel comfortable and relaxed. Sedation dentistry is available for anxious patients which allows them to sleep through most dental procedures.

Plano Smile Studio offers a broad range of comprehensive dental services. Whether you are looking for a complete smile makeover, Invisalign® clear braces, dental implants or routine general dentistry. Dr. John M. Hucklebridge is dedicated to creating custom treatment plans with multiple options that fit any budget and will suit each patient's individual needs.

"I am committed to perfection with every procedure I do for my patients. I stand behind my work and am always available for each of them."

—John M. Hucklebridge, DDS, FAGD

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- Baylor College of Dentistry

AFFILIATIONS

- American Academy of Cosmetic Dentistry
- American Dental Association
- Texas Dental Association
- Dallas County Dental Society
- Academy of General Dentistry

PROCEDURES PERFORMED

- Porcelain Veneers
- Dental Implants
- Invisalign® Clear Braces
- Full Mouth Reconstruction
- Sedation Dentistry
- Gum Tissue Recontouring
- Zoom!® Teeth Whitening
- Under Armour Mouth Pieces

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