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Oro-facial harmonization in modern dentistry

During the last decade, the demand for cosmetic services has increased considerably in many parts of the world. Several medical specialties providing cosmetic services have witnessed increases in procedures that enhance physical traits, reverse the effects of aging, and improve esthetics. Cosmetic surgical procedures, the use of botulinum toxin type A and dermal fillers, dental bleaching, and other dental cosmetic procedures are widely requested by adults. An undeniable psychological benefit of cosmetic procedures is the increase in self-esteem. In turn, improvement in self-esteem changes the scope of several of these cosmetic procedures to another level: therapeutic. In orthodontics, facial esthetics are enhanced in several conventional ways; the 2 primary ones are alignment of the dentition and balancing of the patient's profile. Additionally, measures to improve the smile are often-sought procedures. In particular, those with a "gummy smile," so called due to excessive display of gingival tissue in the maxilla on smiling, can be self-conscious, embarrassed, or even psychologically affected, and thus seek intervention.

Biography

Cerveira (João Carlos Cerveira Paixão) currently lives in Princeton, NJ, United States. He lectures Botox and Fillers worldwide in 4 different languages. Possesses dual citizenship (Brazilian and EU), In São Paulo Brazil, graduated in dentistry in 1997. Became Specialist in Oral Rehabilitation in 2000. In 2005 initiated an Start Up for an Italian company in Brazil, which subsequently received the invitation to move to Italy to direct and to coordinate Italian branches in 27 countries. This task entailed working with Regulatory Affairs aspects to the development of new products. In addition, responsibilities also involved the training of human resources, logistics, and sales management in many countries. After years exposed to this environment and the experiences accumulated DIFNE (Dental International Filler Neurotoxin Education), a nonprofit organization was created. The aim of DIFNE is to dissipate and train dentists world widely in the use of Botox and Filler.

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