

# Is the “Zoom Boom” giving you concerns about your smile?

Many of us are happy with the appearance of our smile for years until something makes us reevaluate it. Sometimes this can be brought to our attention by newer photos where we notice our smile has aged

or isn't as bright and white as it used to be. Sometimes an innocent, but honest, comment from a child or grandchild can trigger this awareness of teeth that are worn down, yellowed, or not as attractive as you remem-

bered. During this unprecedented time, a lot of people are reevaluating their smile now thanks to the proliferation of online video meetings via Zoom, Skype, Telehealth and other conferencing software. Dubbed the “Zoom

boom,” some have claimed this is the result of people spending more time looking at their appearance during the abundance of virtual meetings with family, friends, and coworkers.

Our office, and other cosmetic dental offices are experiencing this phenomenon, and people who have been considering these smile makeovers are finally making the decision to have their dream smile. Before lockdown, I think a lot of people were deciding whether to have cosmetic dental work done and have been motivated to proceed, rather than put it off any longer. Even with regard to routine dentistry – whether that's for white fillings or general oral hygiene treatment – patient demand has definitely increased.

**Why has the increase of online meetings made so many people unhappy with their smiles?**

• One of the simplest reasons is just that people spend more time looking at their smiles with video conferencing. That's because they often have a picture of themselves up alongside other people at the meeting. Then they see themselves smiling in greeting, acknowledgement, or amusement at others in the meeting. In addition, they watch themselves talk, which few of us do otherwise. This can reveal tooth problems that only show up when talking rather than simply when we smile, such as old metal fillings that have turned black. For many people, this is a surprise, as they might have thought some features like a missing tooth further back in the mouth just couldn't be seen.

• Video conferencing also gives you a different perspective on your smile. You see it from a different angle than you do when looking in the mirror. It can show



Dentally Speaking

by Jeffrey S. Haddad D.D.S.

you your smile more like the way other people see it, which can make you self-conscious. We've observed this for years with selfie culture, but we're finding that an entirely different set of people are experiencing a new sense of what their smile looks like.

The Zoom boom has been a key driver in boosting demand for cosmetic dentistry. This continues to be true as patients are seeing themselves more often on a screen and, consequently,



Before



After

feel more conscious about their smile. However, I think the Zoom boom phenomenon was just the tipping point for people to seek out cosmetic dental treatment they were already interested in. Fortunately, if you are now unhappy with your smile, we there are numerous cosmetic dentistry procedures that can help you achieve a smile that will make you confident

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## Dr. Haddad, Continued from page 16

and happy. With the advances in technology, smile design expertise, and the natural appearance of cosmetic dentistry, people can have the attractive and healthy smile they have always wanted. For the near future, video

conferencing remains the way most of us are seeing our friends, family, and co-workers. With the flexibility of most people's schedules and the time to research and visit the right cosmetic dental office, now may be your opportunity to finally

address concerns with your smile. And as restrictions in society begin to be lifted and you go back to meeting people in person, wouldn't it be nice to do it with a smile that gives you full confidence?

Jeffrey S. Haddad, DDS of Doolin & Haddad Advanced Dentistry, completed his dental education at the University of Michigan in 2001. Dr. Haddad is a fellow of the prestigious Las Vegas Institute for Advanced Dental Studies. He lectures nation-

ally on cosmetic dentistry, TMJ and sleep disorders and dental implants. For more information, visit [www.rochesteradvanceddentistry.com](http://www.rochesteradvanceddentistry.com).

## COMMUNITY HAPPENINGS

### ORGANIZATIONS

#### Cancer Support Group

Non-denominational support group that is open to cancer survivors; for those survivors that are in treatment now or have been in the past, as well as their family members and friends. This session will be held via Zoom.us and will consist of eight meetings. The group convenes once a week on Tuesday evenings at 7 p.m. These meetings will be in lieu of the in-person meetings at St. Paul's United Methodist Church located on 620 Romeo Road in Rochester. The Winter 2021 session will begin Tuesday, Jan. 26 and will run through Tuesday, March 16. Attend one or all of these meetings during the session. Each meeting is independent of another. The schedule is as follows:

Agenda: 7-7:30 p.m.; speaker presentation; 7:30 -9 p.m. ending with group sharing with a facilitator.

- Receive support and encouragement from those who have gone through what you are currently experiencing.
  - Understand your cancer and your reaction to your disease from expert speakers.
  - Regain control of that part of your life that matters most, we want to be there for you.
  - Unburden yourself and give support to others by sharing your experiences, no one needs to face this journey alone.
- There is help available to navigate the Zoom computer program or via your smart phone. For more info, contact a facilitator: Laura Brickley, 248-673-1299; Celeste Hanes, 248-736-3253 or Meghan Ryan-Akelis 248-709-9036.



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