

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 remembered. 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.



Dentally Speaking
by Jeffrey S. Haddad D.D.S.

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, acknowledgment, 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 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, feel more conscious about their smile. However, I think the Zoom boom phenomenon was just

tructive 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 coworkers. 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?



BEFORE



AFTER



Holly BEFORE



Holly AFTER

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 and happy. With the advances in technology, smile design expertise, and the natural appearance of cosmetic dentistry, people can have the at-

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Stonewall Pumpkin Festival October 9

This annual event is a huge hit with families. The schedule of events for Saturday, Oct. 9 includes pumpkin carving and fall activities from 10 a.m.-4 p.m. The celebratory evening lighting of the pumpkins runs from 7-9 p.m. A financial donation in any amount is requested to support the Rochester Area Neighborhood House.

The Rochester Hills Museum at Van Hoosen Farm is located at 1005 Van Hoosen Road in Rochester Hills. For more information, visit <https://www.rochesterhills.org>.