

23RD ANNUAL INTERNATIONAL AESTHETIC WEEK

Current Concepts In American Dentistry: Advances In Aesthetics and Oral Rehabilitation

The NYU Dental International Week is open to all dentists throughout the world. All programs are in English and Spanish translation will be provided. These special weeks of attract dentists from as many as fifteen countries/ “Learn from the experts” through lectures, group discussion, and stimulating presentations, emphasizing clinical success in private practice.

Registration Fee:
\$1,800 (USD)

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PROGAM SCHEDULE AT-A GLANCE

All events will be held in the Septodont Auditorium, NYU College of Dentistry, 345 E 24th St, New York, NY 10010

Monday, March 10, 2025

9:00 a.m.–12:00 p.m.	Reflecting Personality into Smile Design	Dr. Galip Gurel
1:00 p.m.–4:00 p.m.	Innovative Solutions for Anterior Implant Therapy: Superior Esthetics and Decreased Treatment Time	Dr. Ernesto Lee

Tuesday, March 11, 2025

9:00 a.m.–12:00 p.m.	Planning for Success in Cosmetic Dentistry	Dr. Andres Ponce
1:00 p.m.–4:00 p.m.	Digital Marketing in Dentistry: The Game Changer	Dr. Andres Ponce

Wednesday, March 12, 2025

9:00 a.m.–12:00 p.m.	Facial Aesthetics: Changing Lives	Dr. Dean Vafiadis
1:00 p.m.–4:00 p.m.	The Power of Aesthetic Dentistry	Dr. Larry Rosenthal

Thursday, March 13, 2025

9:00 a.m.–12:00 p.m.	Ceramic Materials: Selection Criteria Based Upon Mechanical and Aesthetic Behavior	Dr. Fabio Scutella
1:00 p.m.–4:00 p.m.	Excellence in Dental Aesthetics: A Consequence of Habits	Dr. Newton Cardoso

9:00 a.m. – 12:00 Noon

Reflecting Personality into Smile Design

The final esthetic results may fail to meet the patient's expectations due to disharmony between the smile design and the patient's personality. The patient may feel that the restored teeth do not really "belong" to him or her. Without the proper knowledge, the origin of this disharmony can be difficult to identify.

For decades, dental clinicians have sought to harmonize the shapes of the teeth with the entire face based on parameters such as gender, personality, and age; however, truly successful results have been elusive.

The next step and the aim of this lecture is to present a novel concept which involves the creation of a customized personal image expressing a person's sense of identity. This concept helps dental clinicians provide restorations that account not only for esthetics, but also for the psychosocial features of the created image, which affect patients' emotions, sense of identity, behavior, and self-esteem.

Dr. GALIP GUREL



Dr. Gurel is the founder and the honorary president of the Turkish Academy of Aesthetic Dentistry). He was the President of the European Academy of Esthetic Dentistry (EAED) for 2011 and 2012. He received "The Smigel" award from New York University College of Dentistry in October 2014 honoring significant contributions in aesthetic dentistry.

Dr. Gurel is also a member of the American Society for Dental Aesthetics (ASDA) and American Academy of Restorative Dentistry (AARD) and honorary diplomat of the American Board of Aesthetic Dentistry (ABAD). He is also the editor-in-chief of the Quintessence Magazine in Turkey and on the editorial board of the AACD journal, PPAD (Practical Procedure & Aesthetic Dentistry), EJED (European Journal of Esthetic Dentistry). Dr. Gurel was President of the European Academy of Esthetic Dentistry (EAED) for 2011 and 2012. He is a visiting professor at the New York University (USA), Marseille Dental University (France) and Istanbul Yeditepe University (Turkey). He is the author of "The Science and Art of Porcelain Laminate Veneers" published by Quintessence publications in 2003 translated into 12 different languages. Since 1984 Dr. Gurel has maintained his private practice in Istanbul, Turkey limited to aesthetic dentistry.

1:00 p.m. – 4:00 p.m.

Innovative Solutions for Anterior Implant Therapy: Superior Esthetics and Decreased Treatment Time

Contemporary implant therapy aims to provide predictable esthetic outcomes, while decreasing treatment duration and complexity. In ideal sites, immediate placement and provisionalization offers the best potential for achieving these goals. The treatment of compromised sites, however, is a complex endeavor often fraught with complications. This presentation will feature the management of complex high-risk anterior implant scenarios. The use of interdisciplinary therapy an innovative surgical solution will be discussed.

Objectives:

- Evaluate esthetic outcomes of immediate vs delayed implant therapy.
- Discuss predictable protocols for immediate placement and provisionalization in ideal sites.
- Review contour concepts and how to incorporate them into an efficient restorative workflow.
- Demonstrate the use of interdisciplinary therapy to develop single and multiple tooth and implant sites.
- Introduce the suite of S.M.A.R.T.[®] minimally invasive surgical solutions for site enhancement and development.

DR. ERNESTO LEE



Dr. Ernesto Lee is a clinician and educator with 20+ years of academic and private practice experience. He is a dual trained specialist and summa cum laude graduate of the University of Panama School of Dentistry, in his native country. Dr. Lee is the developer of the S.M.A.R.T. Method, a novel Minimally Invasive Bone Grafting Procedure, and formerly a Clinical Professor and Director of the Postdoctoral Periodontal Prosthesis Program at the University of Pennsylvania. He is the author of several publications, including the 3rd edition of Dr. Ronald Goldstein’s Esthetic in Dentistry textbook; and has dictated over 350 lectures nationally and abroad. Dr. Lee’s practice is located in suburban Philadelphia and is limited to Fixed Prosthodontics and Implant Dentistry.

9:00 a.m. – 12:00 Noon

Planning for Success in Cosmetic Dentistry

Embark on a transformative journey towards excellence in cosmetic dentistry, where precision planning, clinical photography, and cutting-edge digital tools converge to elevate your practice to new heights. Through an immersive lecture, participants will master the art of capturing intricate details and nuances essential for precision diagnosis and personalized treatment planning. Moreover, participants will explore a myriad of innovative digital tools and technologies tailored to enhance the planning process and optimize treatment outcomes. From advanced imaging modalities to state-of-the-art digital planning software, discover how to seamlessly integrate these technologies into your practice, revolutionizing the way you approach cosmetic dental interventions. By honing your skills in precision planning, mastering the art of clinical photography, and embracing digital innovations, you will emerge as a leader in cosmetic dentistry, poised to deliver exceptional results and elevate patient satisfaction levels.

1:00 p.m. – 4:00 p.m.

Digital Marketing in Dentistry: The Game Changer

This presentation aims to highlight the opportunities available to dentists today in effectively communicating through social media channels with diverse audiences. It emphasizes the delivery of valuable content and ideas related to their daily work or projects in an innovative and efficient manner, leading to positive and beneficial outcomes for themselves. The objectives of this presentation include exploring the potential of social media channels within dental practice. Participants will gain an understanding of social media channels as effective communication tools, learning how to leverage them to reach and engage with their target audiences. Additionally, they will be introduced to various tools and techniques for creating valuable content that resonates with their audience and adds value to their online presence. Furthermore, the presentation will delve into the role of social media as a marketing tool specifically tailored for dental practice. Participants will learn strategies for effectively utilizing social media platforms to promote their services, build their brand, and attract new patients. Overall, this presentation offers dentists valuable insights and practical guidance on harnessing the power of social media to enhance their professional communication, marketing efforts, and ultimately, their practice success.

DR. ANDRES PONCE



Dentist and Prosthodontist with more than 16 years' experience in the public and private sector, leading teams, training professionals and advising companies and institutions on marketing through the generation and communication of valuable content in the dental field on different platforms and media, in English and Spanish. Received Dental Degree at La Frontera University in Temuco, Chile and also an Aesthetic and Adhesive Dentistry Diploma at Austral University, Valdivia, Chile.

9:00 a.m. - 12:00 Noon

Facial Aesthetics: Changing Lives

Over the past 5 years, many technologies have merged to allow clinician the opportunity to restore the "Perfect SMILE". Using facial aesthetic concepts and 3D Facial Scanning the clinician can now bring the patient fully digital in the laboratory. Full mouth rehabilitation concepts we can show the clinician how to combine these techniques to everyday practice. Utilizing digital imaging, file merging and digital analysis any patient can have a perfect Smile for each patient. Facial Aesthetics analysis can help the clinician determine proper symmetry and proportions to guarantees the ultimate smile. Natural ceramics and algorithmic analysis can help any clinician to the proper proportions. Provisional restoration and Mock-up techniques will be discussed. From planning, scanning, designing and printing, the options are endless.

Objectives:

- Perfect Smiles with Functional Component
- Combination Anterior Implants and Veneers
- 3D Facial Scanning, Digital Smiles, and Analysis for Success
- FMR-Full Mouth Rehabilitation for Worn Dentition

DR. DEAN VAFIADIS



Prosthodontist, Former Program Director of the Full Mouth Rehabilitation CE Course at NYU Dental, Clinical Associate Professor of Prosthodontics and Implant Dentistry, New York University College of Dentistry; Former Coordinator of Prosthodontics and Implant Dentistry, St. Barnabas Hospital in New York City; Founder of New York Smile Institute, a Multi-Specialty Digital Dental Practice with an on-site. CAD/CAM Laboratory. He has published many articles on Implants, Aesthetics and Digital Dentistry, Cad/Cam Occlusion and the Business of Dentistry. Currently on the Clinical Advisor Board of Journal of Clinical Advanced Implant Dentistry, World Journal of Dentistry, and Dental XP; Given 1200 programs and educated over 30,000 dentists in the US and abroad; Fellow of the AAED, Member of ACP, ADA, AO, ICOI, AACD, and NGS Organizations; Private Practice for Aesthetic and Implant Dentistry in Manhattan.

1:00 p.m. – 4:00 p.m.

The Power of Aesthetic Dentistry

With the Proper Vision, Approach, and Treatment plan you will learn from both Simple and Advanced Cases.

Predictable results are the goal utilizing the following steps:

1. Digital wax up / Mock- Up / Trial Smile utilizing a Digital Scan
2. The Design of Temporaries as a template of the Final Restoration
3. The Smile Lift and it's Enhancement of the Face
4. The concept of Minimally Invasive Dentistry
5. Preventing Potential Failures

The collaboration of Health, Comfort, and Beauty is the Ultimate Goal. A brief history of the Evolution of Aesthetic Dentistry will be presented.

DR. LARRY ROSENTHAL



Dr. Rosenthal believes that improving his patients smiles, through “conservative cosmetic dental techniques, has a positive and powerful impact on their overall appearance and self-confidence. He completed his residency at Montefiore hospital and graduated from New York University. Dr. Rosenthal is an accredited member of the American Academy of Cosmetic Dentistry. In the 1980’s Dr Rosenthal developed the procedure called the “Smile Lift” which patient’s from around the world visit his dental office to experience. In his new book *OPEN WIDE(R): A Guide to Smile and Facial Aesthetics to Enhance Your Confidence,*

Appearance, and Overall Health, Dr. Larry Rosenthal breaks down the myths, deceptions, and misconceptions about dental care and empowers you to take charge of your smile and the lifelong health you’ve always wanted and needed. He is Director of the Aesthetic Hands-on Continuum at The Rosenthal Institute at New York University, expounding his philosophies, experience and expertise in aesthetic dentistry extensively Dr. Rosenthal lectures, publishes, and teaches throughout the country. Profiled on television, radio and in many leading publications such as Vogue, Town & Country, W, Elle, Glamour, Forbes, The New York Times and the Wall Street Journal he spreads the word about his excitement for aesthetic dentistry and the powerful impact it can have on his patients’ lives. In honor of Dr. Rosenthal, The Rosenthal Institute for Aesthetic Dentistry at the New York University College of Dentistry is the nation’s first comprehensive program to train dentists in the burgeoning field of aesthetic dentistry. This 9,000 square foot state-of-the-art facility houses 15 treatment areas, a 52-seat amphitheater, a conference room with remote broadcast capabilities and a large laboratory with a demonstration area. The Rosenthal Institute provides a coordinated approach to the study of aesthetic dentistry. Dr Rosenthal is also the Recipient of the Dr Harry Strusser Memorial award for distinguished contribution to public health. Dr Rosenthal has recently published his book *Open Wide(R)* which is available on Amaazon.com.

9:00 a.m. - 12:00 Noon

Ceramic Materials: Selection Criteria Based Upon Mechanical and Aesthetic Behavior

Today the restorative dentist has a wide range of materials to choose such as: hybrid composite, lithium di-silicate, cubic and tetragonal zirconia. Each one of them has specific aesthetic, mechanical and cementation features and each one of them must be handled differently. Material selection should always be made according to the case needs and this is one of the most important success keys in restorative dentistry.

Course Objective:

The trainee will be guided through the mostly used restorative materials available today. An adequate knowledge of their mechanical (strength, toughness, elasticity, etc.) and aesthetic (translucency, opacity, value, etc.) features will enable the clinician to select the proper material in accordance with the case needs greatly increasing the chances of final success and survival rate.

DR. FABIO SCUTELLA



Advanced Graduate Study in Prosthodontics (CAGS) and Master in Biomaterials (MSD) from Boston University; Founder member of the Italian Society of Prosthetic and Oral Rehabilitation (SIPRO); Member of the Italian Academy of Restorative Dentistry (AIOP); Active Member of the American Academy of Fixed Prosthodontics (AAFP); Active Member of the European Prosthodontics Society (EPA); Author of the textbooks Mechanical Behavior of Composite Layered Ceramic Beams (2013) and Vertical Preparation: Scientific Analysis and Clinical Protocol on natural teeth and Implants (2022).

Private Practice limited to Prosthetic Dentistry in Milan, Italy.

1:00 p.m. - 4:00 p.m.

Excellence in Dental Aesthetics: A Consequence of Habits

Achieving excellence in Aesthetic dentistry more than an artistic approach is a question of following a systematic methodology to reach predictable results: Proper Planning Prevents Poor Performance. This presentation shows how to Diagnose—Plan—Show—Share and Perform the best solutions from the simple to the most complex cases being conservative and effective! Micro preps-No preps when and why! The power of the mockup—How to make your patients say yes!

- The power of the mockup—direct—indirect—subtractive
- How digitally design & sell your work
- Complex cases solutions
- When and how to change VDO
- Most common mistakes—and how to solve them

DR. NEWTON CARDOSO



Dr. Newton Cardoso received his DDS degree from UNISA (Santo Amaro University), Sao Paulo, SP, Brazil in 1991. He is an adjunct Professor in Cariology and Comprehensive Care at NYU since 2003. After graduation, Dr. Cardoso earned a certificate in Perio-implantology from CETAO, Sao Paulo, SP, Brazil. In 1993, He received a certificate in Implantology, Aesthetic Dental and Oral rehabilitation from New York University. He worked for 31 years as a private practitioner in Sao Paulo, Brazil.

Dr. Cardoso serves as a director of Brazil International Program Director for Continuing Dental Education Program, New York University Smile designing Center in Sao Paulo, Brazil; New Education, Sao Paulo, Brazil; Brazilian Society of Esthetics Dentistry; and Geneva Smile Center of Continuing Dental Education. Also, he is an active member of the Leading Dental Centers of the World. As a clinician he has published innumerous peer-reviewed articles and as keynote speaker he has delivered over 100 CE courses around the world.