



5  
CE  
Credits

November  
8  
2024

# A New Generation for Cosmetic Dentistry

## Delivering the Selfie Ready Smile

With Dr. Susan McMahon

Appearance and self-esteem have long been intertwined. The dental world has taken notice and we need to respond with conservative ways to satisfy our patient's desires for ideal smiles. This course will cover treatments from ultraconservative enamel enhancements and direct composite solutions to minimal prep/no prep veneers. Discover the secrets to identifying patient's cosmetic desires, learn new easy but beautiful techniques, and learn effective dialogue for case acceptance.

- Enamel enhancements: Visible White Lesion (VWL) removal, Brown staining removal, Whitening and Whitening Combination treatments.
- Direct composite bonding. Finishing techniques for beautiful surface texture and anatomy. Diastema Closure. Additive finessing of the smile. Easy Direct Composite Veneers. Gingival sculpting for framing the smile.
- Applied Smile Design. Combining individual tooth, gingival and global smile treatments.
- Minimal/No preparations porcelain veneers.

### Course Objectives:

- Give confidence to recognize and assess your patients' cosmetic desires
- Develop clinical skills for comprehensively diagnosing, preparing, placing and finishing conservative restorations
- Attain step by step protocol for applied smile design for combination treatments that boost their confidence and boost your bottom line

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American Independent Dental Alliance

Register at [GoetzeDental.com/events](https://www.GoetzeDental.com/events)

# Susan McMahon DMD, AAACD, FAGD

A graduate of the University of Pittsburgh, School of Dental Medicine, Dr McMahon enjoys one of the largest cosmetic dental practices in Western Pennsylvania. She is accredited by the American Academy of Cosmetic Dentistry, and an invited Fellow of the prestigious American Society for the Dental Aesthetics and a Fellow of the Academy of General Dentistry. An author and lecturer, Dr. McMahon has devoted her professional career to the pursuit of advanced technologies in cosmetic and minimally invasive dentistry. She is a past clinical instructor in Prosthodontics and Operative Dentistry at the University of Pittsburgh. She is the past Director of New Produce Evaluation for Catapult Education. She frequently lectures across the United States and internationally on minimally invasive dentistry, technology and conservative cosmetic dentistry for teenagers and young adults. She has been honored as a Top Dentist over 20 times. She has also been voted by her peers as a Top Pittsburgh Dentist every year for over two decades.



**Date:** Friday, November 8, 2024

**Location:**

**Diamond Convention Center**

1875 Diamond Pkwy  
North Kansas City, MO 64116

**Agenda:**

Registration: 8:30 a.m.  
Lecture: 9 a.m.  
Lunch: 12-1 p.m.  
Dismissal: 3 p.m.

**Cost\*:**

AIDA members: ~~\$149~~ \$99 per person  
General Admission: ~~\$299~~ \$149 per person

**Tuition includes catered lunch**

**Cancellation Policy:** Attendees must provide written notice of cancellation a minimum of 24 hours before the course date for a full refund. No refunds will be issued for cancellations made under 24 hours from the course date. Registrants that do not show the day of the course will not receive a refund for tuition paid.



## Register

[GoetzeDental.com/events](https://GoetzeDental.com/events)



Prerequisites: None  
CEs: 5 Lecture CE Credits  
CE CODE: Q8N5G9SZVSZ  
AGD SUBJECT CODE: 780

 **PACE**  
ACADEMY of  
GENERAL DENTISTRY  
PROGRAM APPROVAL  
FOR CONTINUING  
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American Independent Dental Alliance  
Nationally Approved PACE Program Provided  
for FAGD/MAAGD credit.  
Approval does not imply acceptance  
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7/1/2023 to 6/30/2024.  
Provider ID# 418869

This activity has been planned and implemented in accordance with the standards of the Academy of General Dentistry Program Approval for Continuing Education (AGD PACE) through the joint program provider approval of Goetze Dental and the American Independent Dental Alliance. Goetze Dental is approved for awarding FAGD/MAAGD credit.

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