

# 10 Keys to The Confident Smile

Crafting confidence is about more than just  
straightening teeth



# Features of the Perfect Razz Smile

The art of a Razz Smile is about perfecting  
10 key esthetic features



- 1 Facial Profile + Lip Volume
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# About Dr. Razz



Hey there! I'm Dr. Michael Rasmussen, or Dr. Razz as most of my patients know me. I'm so excited you're here. My wife, Danyelle, and I live right here in Flower Mound with our two kids, Luke and Ellie. I opened Razz Orthodontics because I wanted to work where I live so that we can benefit the community we share, and my hope is to better the lives of our patients both in and out of the practice. **Our office will always be a place where we honor the heart of the person sitting in our chair, not just their smile.**

You can see my credentials below, but I'll let our reputation in the community do the talking. Here is the fun stuff! I love getting to teach high school ministry at the Village Church. My wife is a women's Bible study group leader there as well. When not in the office, I like to play guitar, and I can smoke a mean brisket! I like golf just a little too much (notice I said I like to golf, not that I'm good at it). I'm a huge Longhorn football fan, and, of course, you can find me at the local playground having fun with the kids.

## CREDENTIALS

- A Decade of Experience
  - Dental School Class President
  - Graduated in top 5 of all students
  - Numerous aesthetic dentistry awards
- U of Tenn Orthodontic Residency
  - 3 year Masters degree in additional technical orthodontics education
- Board-Certified Orthodontist
- Invisalign Key Opinion Leader 2021-2025

## CORE VALUES

- Serve God by serving His people
  - Our work is a calling, not just a business to us
- Excellence in all we do
- Go the extra mile
- Family Owned - You will always see Dr. Razz

# Facial Profile + Lip Volume

## FOCUS

- Skeletal imbalances corrected
- Full and straight profile with adequate skeletal support for soft tissues
- Adequate lip volume

## BENEFITS

- Creation of a profile that maximizes beauty and harmony
- Airway is improved as skeleton improves
- Helps patient look youthful over time by maximizing tissue support



Jaw Brought Forward to Increase  
Lip Volume and Airway

\*Actual patient treated by Dr. Razz



# Smile Width

## FOCUS

- Broad smile
- The smile flows from one side of the mouth to the other
- Adequate room for the tongue for proper breathing

## BENEFITS

- Provides better support for cheeks, preventing a sunken or aged look
- Contributes to a more attractive appearance
- Airway is improved as the skeleton expands



Smile Widened to Display All Teeth

\*Actual patient treated by Dr. Razz

# Smile Arc

## FOCUS

- Edges of the teeth follow the bottom lip
- Each tooth "introduces" the next tooth in line from front to back

## BENEFITS

- Creates a more personalized and dynamic smile
- The teeth are framed by the lip and ready to be shown off



\*Actual patient treated by Dr. Razz

# Alignment + Contacts

## FOCUS

- Teeth are straight
- Teeth contact each other well
- Hygiene improves because it is easy to brush and floss

## BENEFITS

- Confidence improves as a smile becomes an asset
- Teeth are less likely to chip each other
- Lower risk of gum disease and cavities



\*Actual patient treated by Dr. Razz



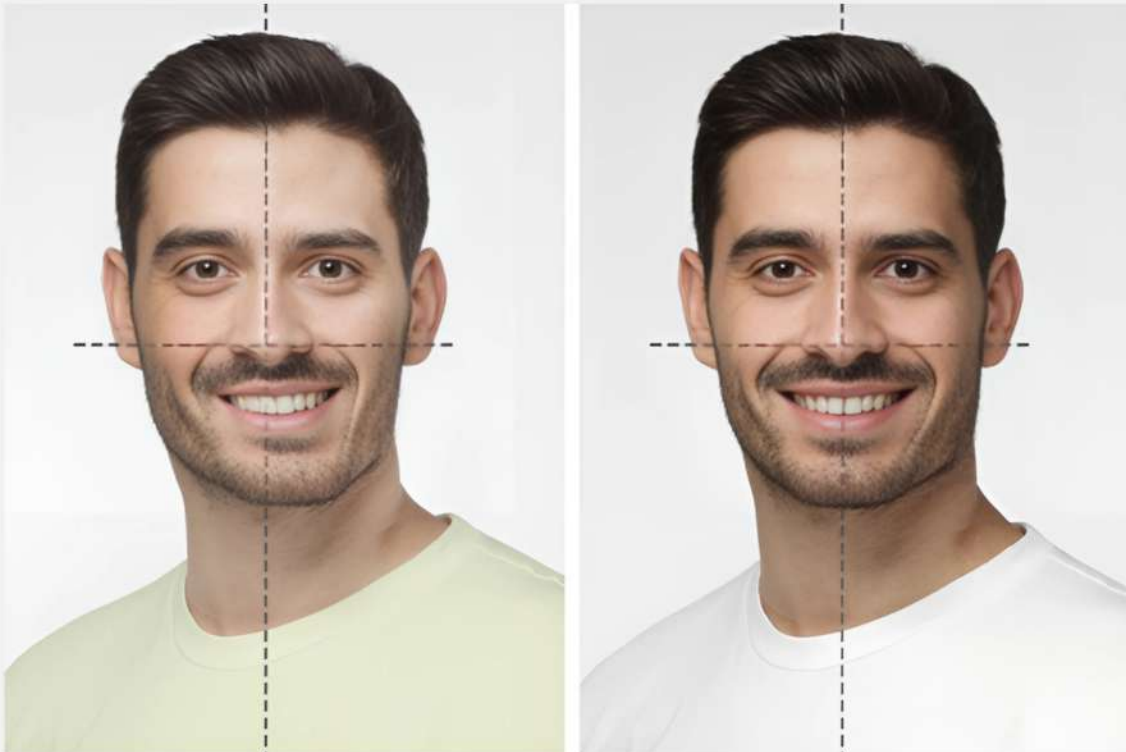
# Midlines

## FOCUS

- Upper and lower midlines are centered on the face

## BENEFITS

- The smile fits the face
- The smile is symmetrical and matches the plane of symmetry of the face



Midlines Should be in  
The Center of the Face



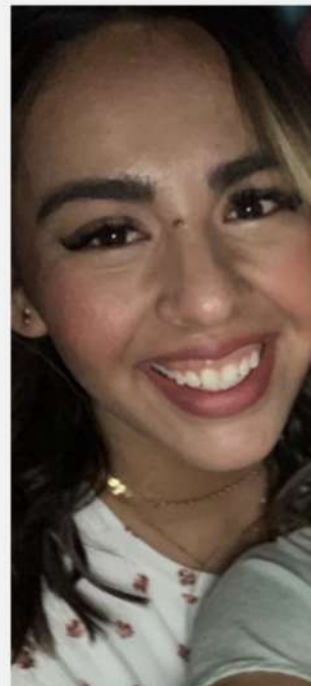
# Upper Tooth Position

## FOCUS

- Gum heights and widths are correct
- The teeth are not hidden by the gums

## BENEFITS

- The excess and unhealthy gum tissue is removed
- Teeth appear the correct size



The Distraction of a  
"Gummy Smile" is Eliminated

# Tooth Shape + Proportion

## FOCUS

- Teeth are reshaped by Dr. Razz to achieve uniform appearance
- Heights and widths of teeth are ideal
- "Golden Ratio" obtained

## BENEFITS

- Teeth appear symmetrical and youthful
- Teeth reflect light and capture attention in the best way



## "Golden Ratio" of Esthetics



\*Actual patient treated by Dr. Razz

# Occlusion

## FOCUS

- Upper teeth overlap the lower teeth
- Ideal overbite
- Teeth touch and support one another

## BENEFITS

- Prevents excessive wear and chipping of teeth
  - The average American will spend \$51,000 on their teeth over their lifetime
- Allows for better chewing
- Lower risk of jaw pain



The Points of The Top Teeth Fit in  
The Grooves of The Bottom Teeth

\*Actual patient treated by Dr. Razz



# Gum Display + Shape

## FOCUS

- Gum heights and widths are correct
- The teeth are not hidden by the gums
- Gums that became "puffy" during treatment are corrected

## BENEFITS

- The excess and unhealthy gum tissue is removed
- Teeth appear the correct size
- The side effect of puffy gums that some patients experience during treatment is corrected



Excess Gum Tissue is Removed with a Laser

# Tooth Color

## FOCUS

- Teeth are white
- Teeth do not have spots or stains

## BENEFITS

- The smile is vibrant and glows
- Teeth appear healthy and there are no distractions



Whitening Can Make a Huge Difference

# Bonus Objective

## GET RESULTS FASTER!

We use the most advanced braces on the market - the Ultima System



What 6 Months Of  
Treatment Looks Like

\* Actual patient treated by Dr. Razz



# Free Consult

## GET STARTED TODAY

Getting started with treatment is simple. Request your free consultation, and we'll walk you through every step of the way. We can't wait to see you!

REQUEST FREE CONSULT >>



## SCAN THE QR CODE TO GET STARTED



# RAZZ

## ORTHODONTICS

*Crafting Confidence*



RazzOrthodontics.com

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