

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 aesthetic features



- 1 Facial Profile + Lip Volume
- 2 Smile Width
- 3 Smile Arc
- 4 Alignment + Contacts
- 5 Midlines
- 6 Upper Tooth Position
- 7 Tooth Shape + Proportion
- 8 Occlusion
- 9 Gum Display + Shape
- 10 Tooth Color

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

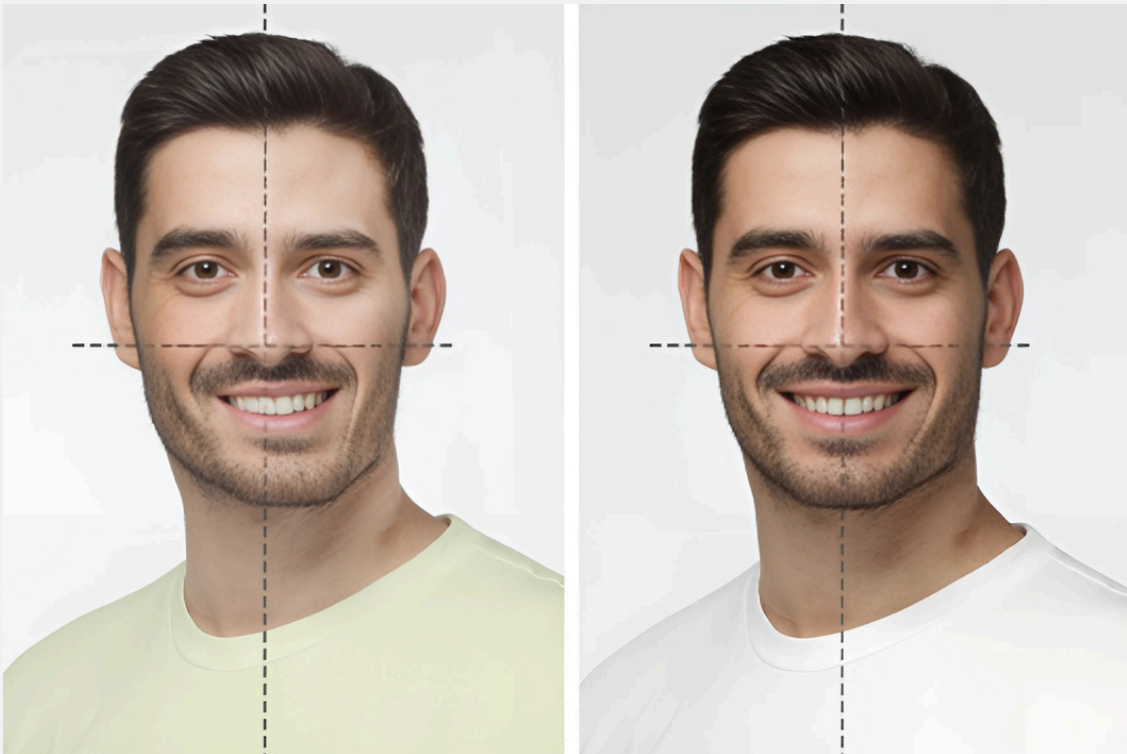
Midlines

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

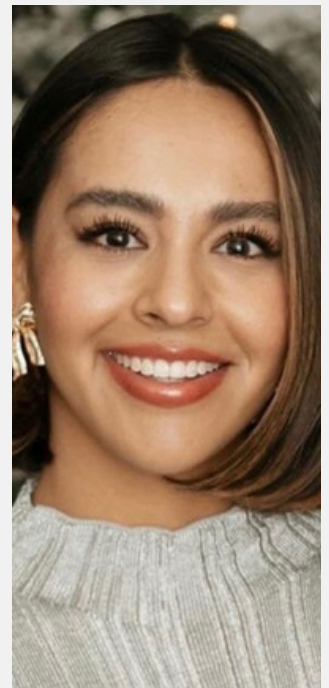
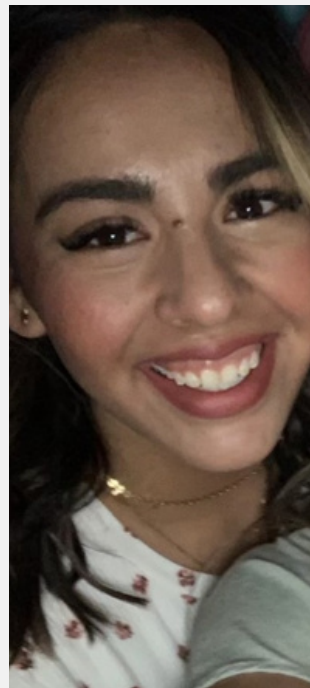
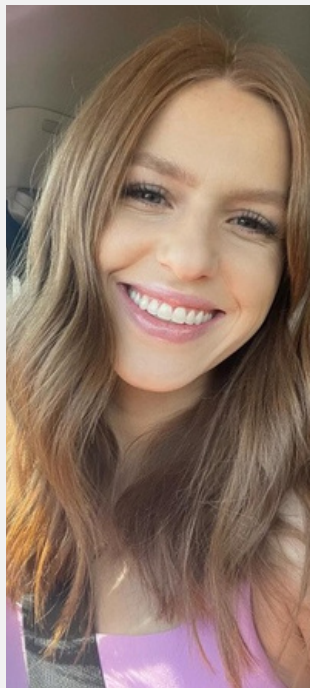
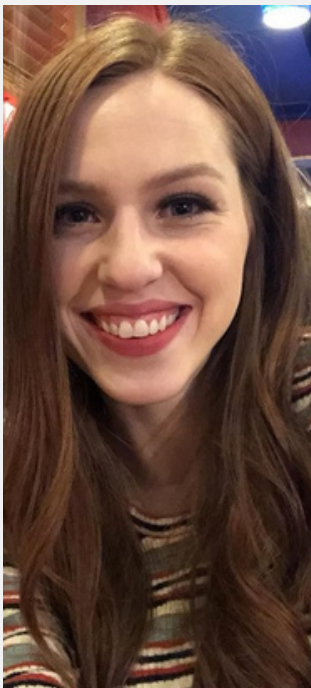
Upper Tooth Position

FOCUS

- Gum heights and widths are correct
- The teeth are positioned vertically so the gums are not as evident

BENEFITS

- The excessive and unhealthy gum tissue is removed
- Teeth appear the correct size
- Upper bone is remodeled to be the correct height



The Distraction of a
"Gummy Smile" is Eliminated

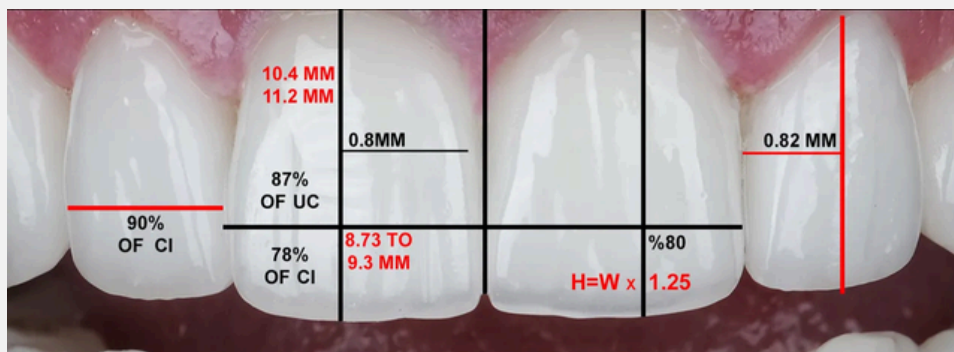
Tooth Shape + Proportion

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 excessive 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

(972) 787-7299

Dr. Razz, DDS, MS
Flower Mound, TX