

CHRISTIAN

the prosthodontic  
masters series presents...

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# COACHMAN

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## DIGITAL SMILE DESIGN

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THE COSMETIC DENTISTRY EVENT OF 2013

**JUNE**  
**6 AND 7**  
**2013**

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STAMFORD PLAZA  
HOTEL, BRISBANE

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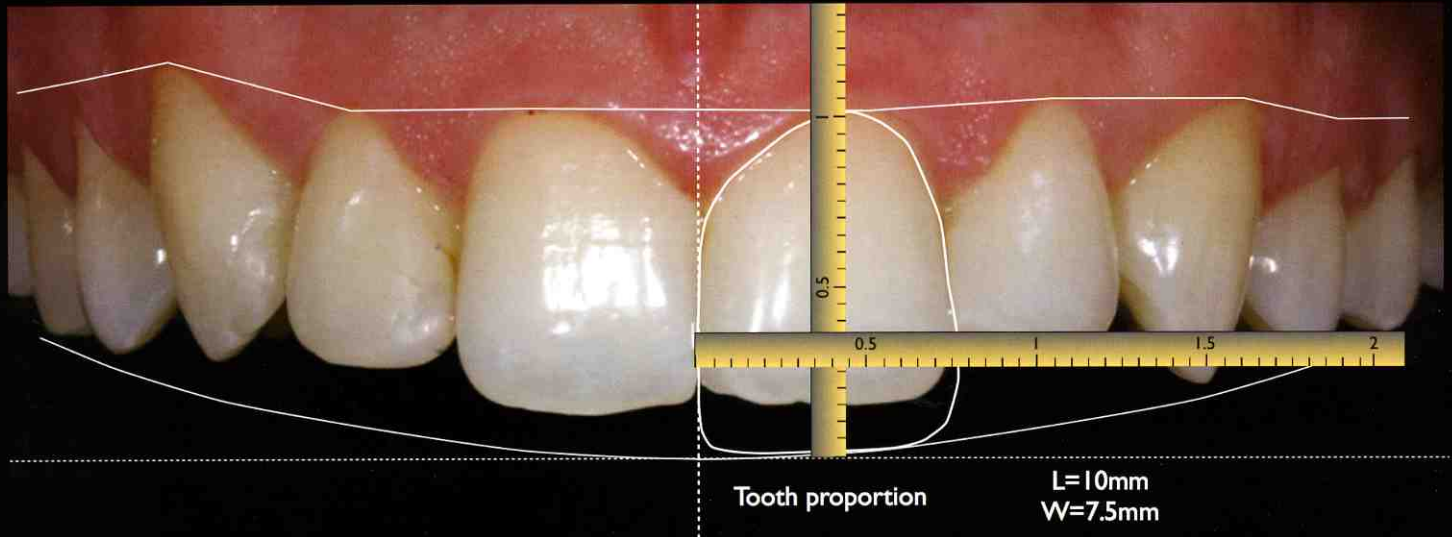
+ LIMITED ATTENDANCE  
DIGITAL PHOTOGRAPHY  
HANDS-ON COURSE  
JUNE 8, 2013

Up to  
**18**  
HOURS  
OF CPD

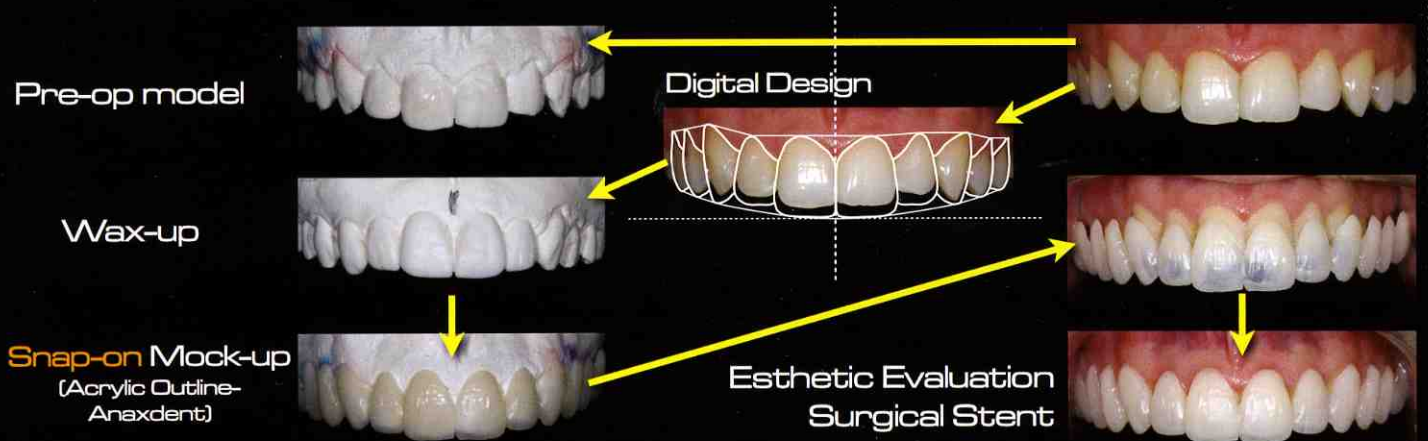


# THE DIGITAL SMILE DESIGN CONCEPT

## Smile Design, Teamwork & Patient Management



Learn the art, science and methodology behind successful, smile design using a system that replicates natural perfection



- Develop a complete understanding of digital smile design
- Learn to use digital smile design help you diagnose and evaluate patients
- Learn how DSD can help you communicate treatment plans and help with case acceptance, and
- Learn how DSD can be used as a tool for communicating with fellow professionals

*“Christian is a natural teacher, his logical approach, easy teaching style, game changing techniques and spectacular presentations make his presentations an event. It is not difficult to see why he is the most popular speaker in the world at the moment....”*

*Dr Michael Mandikos,  
Prosthodontist, Brisbane*



## day one | JUNE 6, 2013

- \* The Concept and case presentation
- \* Demo on the computer: Digital Smile Design for a better understanding of the aesthetic issues, improving the visualization of possible solutions, integrating different specialties and communicating with the patient
- \* Easy and effective video production and patient interview
- \* Basic slide presentation tools
- \* Facial analysis and digital face-bow
- \* Transferring the info from the facial photo to the intra-oral photo
- \* Designing the teeth. White and Pink analysis

## day two | JUNE 7, 2013

- \* Digital Ruler. Making the digital measurements
- \* Photo and video protocol
- \* Developing the Digital Smile Design
- \* Transferring the info from digital to the model
- \* Performing a Guided Aesthetic Diagnostic Wax-up
- \* Silicone index for the mock-up
- \* Performing the Mock-up on the patient
- \* Communicating Smile Design with the patient
- \* Final photos and creating a compelling presentation for the patient



# digital dental photography



## optional hands-on lecture & workshop | JUNE 8, 2013

The Dental Digital Photography Protocol - Simple, Efficient and Beautiful Photography for Daily Aesthetic Dentistry.

Digital photography has become an essential tool in aesthetic dentistry and is a great way to visualise problems, evaluate solutions and for overall communication with the team and the patient. Many dentists use overly complex and difficult techniques that are impossible to apply on a daily basis. This hands-on course is designed to demonstrate how to take quality digital photographs in a very simple way with simple equipment, showing the tips and tricks to finally make it happen in your practice so you can be proud of your digital photography!

### Morning - Lecture

- \* Basic photography principles
- \* Light dynamics
- \* Lab photos and special effects
- \* Settings
- \* Equipment
- \* Intra-oral photos, background and retraction

### Afternoon - Demo and Hands-on

- \* Hands-on demonstration of the full protocol plus camera calibration

**BOOK NOW!  
LIMITED  
ATTENDANCE**



## Christian Coachman CDT, DDS

Dr Christian Coachman graduated in Dental Technology in 1995 and in Dentistry at the University of São Paulo/Brazil in 2002. He is a member of the Brazilian Academy and Society of Esthetic Dentistry and of the American Academy of Esthetic Dentistry (AAED).

Moreover, Dr Coachman attended the Ceramic Specialization Program at the Ceramoart Training Centre, where he also became an instructor.

In 2004, Dr Coachman was invited by Drs Goldstein, Garber and Salama, of Team Atlanta, to become Head Ceramist of their laboratory, a position he held for over 4 years.

Dr Coachman has been working with many leading dentists around the world as Dr Van Dooren (Belgium), Gurel (Turkey), Fradeani (Italy), Bichacho (Israel), Ricci (Italy) and Calamita (Brazil).

Currently he is the scientific coordinator of the e-learning website [www.identalclub.com](http://www.identalclub.com) and works as a consultant for Dental companies and offices developing products and implementing concepts and has lectured and published internationally in the fields of esthetic dentistry, dental photography, oral rehabilitation, dental ceramics and implants.

### Registration Form

Please enrol me to see Christian Coachman in Brisbane in June 2013:

- Lecture Only      12 Hrs CPD    June 6-7    **\$1199.00** (LESS \$100 before March 31)
- Hands-on Workshop    6 Hrs CPD    June 8    **\$1799.00** (LIMITED PLACES AVAILABLE)
- Lecture & Workshop    18 Hrs CPD    June 6-8    **\$2700.00** (LESS \$100 before March 31)

\* All prices include GST

Name(s): .....

Practice Name: .....

Address: .....

Suburb: ..... State: ..... Postcode: .....

Telephone: ..... Mobile: .....

Email: .....

I enclose a cheque for \$\_\_\_\_\_ or please charge my credit card as follows:

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- Accommodation info required
- Special Dietary requirements

Card number: | | | | | | | | | | | | | | | | | | | | | |

Name on Card: ..... Expiry Date: | | / | | CCV: \_\_\_\_\_

Please mail this form to Dentevents PO Box 586, Cammeray NSW 2062 • AUSTRALIA  
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All amounts in Australian Dollars and include GST • Tax Invoice posted with registration pack  
Make cheques payable to Dentevents • Credits cards charged by Main Street Publishing P/L

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Early Bird  
Discount  
**SAVE \$100**  
if paid by  
31 Mar 2013

#### VENUE

Stamford Plaza  
Brisbane Hotel  
Cnr Edward & Margaret Sts  
(Main entry on Edward St)  
Brisbane QLD 4000  
Tel: (07) 3221 1999

#### SESSION TIMES

- Session 1 - 9.00 - 10.30
- Session 2 - 11.00 - 12.30
- Session 3 - 13.30 - 15.00
- Session 4 - 15.30 - 17.00

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