



THE **AURUM** GROUP



FOR IMMEDIATE RELEASE

THE AURUM GROUP® HAS JOINED THE DSD COMMUNITY
Capturing the Emotional Side of Digital Dentistry with Dr. Christian Coachman!

Calgary, AB – May 17, 2016 – The Aurum Group® is thrilled to announce our partnership with Dr. Christian Coachman, the original mastermind behind the Digital Smile Design (DSD) concept, and DSD as an Official DSD Certified Laboratory.

Imagine, as a dentist, if you had the ability to visualize your patient's smile from the desired outcome forward instead of guessing what your final restoration will look like once placed. Now imagine, as a patient, knowing exactly what each type of possible treatment proposed will look like before it's completed.

The Digital Smile Design Concept (DSD) (www.digitalsmiledesign.com) assists in making this a reality by capturing the unique essence of the patient's existing smile through an intuitive and guided clinical approach and creating a custom smile design that is as individual as they are. Clinicians are able to show the patient a preview of the prosthetic result, while giving technicians all the necessary information to complete the restorations. The result – a more natural, emotional and artistic smile.

At the same time, DSD completes that smile more efficiently and precisely through innovative digital technology employed by clinician and laboratory alike. DSD:

- Improves the Smile Design process and transforming the patient into a co-author of his/her own new smile.
- Develops a Communication protocol that facilitates real and daily Interdisciplinary Dentistry.
- Increases the perceived value of a dental treatment and consequently case acceptance through an Emotional Dentistry approach.
- Integrates technology to generate efficient and predictable clinical procedures.

DSD is a proven, step-by-step methodology, having been used for almost a decade by top dental technicians and dentists in order to improve the quality of esthetic dental treatments. This concept has been taught to more than 25,000 dental professionals worldwide, is being applied daily as a state-of-the-art patient centric approach, and has been cited as a scientific concept in numerous peer-reviewed articles.

Contact your closest Aurum Group Dental Laboratory location or call 1-800-661-1169 (email to aurum@aurumgroup.com) for full details on the Digital Smile Design (DSD) concept today!

About The Aurum Group

Specializing in Comprehensive Inter-disciplinary dentistry, no one can match the breadth and depth in technology, experience, expertise and product that the Aurum Group of companies brings to the table for dental professionals and patients across North America today. The Aurum Group of Companies (www.aurumgroup.com) has made these the cornerstones of a tradition of excellence. Our affiliated companies cover all aspects of modern and digital dentistry from orthodontics to implants to the creation of accurate, functional and aesthetic appliances, prostheses and restorative solutions.

The Aurum Group has always been committed to supporting dentistry with not only the most technologically advanced restorative materials and techniques available but also in terms of research, education and program assistance. Through our worldwide network and never-ending search for the best in proven new technologies and methodologies, we bring the latest innovations and experience from around the world to bear on your individual case situations, every day. We invite you to explore all the different aspects of the Aurum Group of companies and see for yourself how we offer the best value in the dental market today – from Root to Tooth™, All Under One Roof!