



PRESENTS



The Aesthetic Eye recognizes exceptional dentistry done by IAPA members. These cases are featured at the IAPA Annual Conference. Applicants have the opportunity to have the submitted photos in each category reviewed by the Aesthetic Eye Panel, with deserving selections displayed in the conference exhibitor area. There is a submission fee of \$100 per case submitted. The Aesthetic Eye categories are as follows:

- I. Category 1. Anterior Aesthetics (Indirect or direct)
- II. Category 2. Full Arch/Full Mouth Aesthetics
- III. Category 3. Glamour Portraits
- IV. Category 4. Anterior Single Tooth Match

Only work done by the actual applicant may be submitted – this includes the dentistry and the photography. Cases must represent work prepared and finalized in the applicant's office with the exception of Category IV. Submissions become the property of the IAPA and are agreed by the applicant to be used in the promotion and/or education for the betterment of dentistry or the IAPA. Participants at the time of submission are required to be a member in good standing with the IAPA and in attendance at the conference for which they are submitting their cases. **Applicants must fill out and submit the application and payment before sending pictures. By submitting this application, the patient has authorized the release of their photos and likenesses for your unrestricted use that includes display at the IAPA Aesthetic Eye booth.**

Category 1. Anterior Aesthetics (6 total photos)

Required **Before** and **After** Views

- a. Full Face Frontal- 1:10 view against a **dark** background. Vertical shot to include top of head and chin
 - b. Full Smile-1:2 shot to show a **natural** smile to include both corners of lips
 - c. Retracted View- 1:2 shot using lip retractors with teeth slightly apart showing incisal edges OR in occlusion (be consistent)
- Examples:



Category 2. Full Arch/Full Mouth/ (10 total photos)

Required **Before** and **After** Views

- Full Face Frontal- 1:10 view against a **dark** background. Vertical shot to include top of head and chin
- Full Smile-1:2 shot to show a **natural** smile to include both corners of lips
- Retracted View- 1:2 shot using lip retractors with teeth slightly apart showing incisal edges or in occlusion (be consistent)
- Occlusal Views (4)- 1:3 Retracted Upper and Lower Arch with mirror showing all teeth in arch

Examples:

FULL ARCH



Tip- make face size the same magnification and similar pose



Tip- include corners of mouth , similar in magnification and smile centered



Tip- show adequate tissue-all teeth must be exposed-similar magnification





Tip- Do not cover incisal edges of teeth with lip; expose all labial tooth surfaces

FULL MOUTH



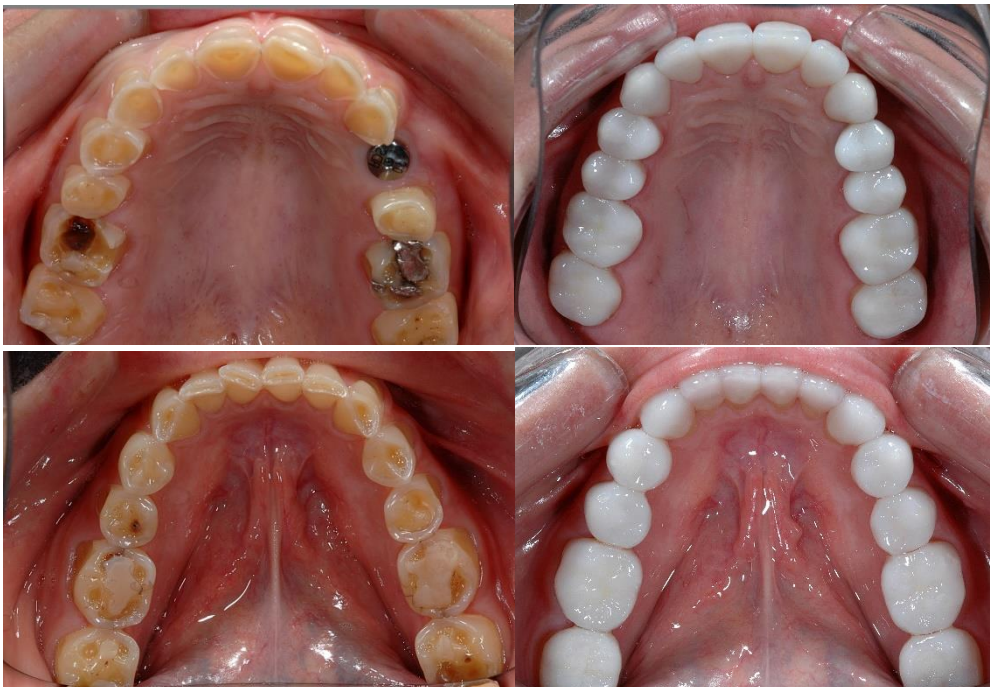
Tip- make face size the same magnification and similar pose



Tip- include corners of mouth , similar in magnification and smile centered



Tip- show adequate tissue-all teeth must be exposed-similar magnification



Tip- Do not cover incisal edges of teeth with lip; expose all labial tooth surfaces

Category 3. Glamour Portraits (2 total photos)

Required **Before** and **After** Views

- a. Full Face Frontal- 1:10 view against a **dark** background. Vertical shot to include top of head and chin
- b. Portrait View after- This view is at your discretion. It will not be cropped or magnified or altered in any way. The way it is sent in is the way it will be mounted and displayed. The goal in this category is to show creativity in portraiture and also to show that the subject exudes emotion and happiness through their smile

Examples:

Glamour Portraits

These shots are to be taken by treating dentist only. The goal is to show creativity and originality in portraiture. The subject should exude emotion and happiness through their new smile. Be creative and show your subject like they can never stop smiling!

Tips- Shoot both indoors and outdoors. Try not to pose the subject and let them be natural. Don't let them hold a smile until you are about to shoot the picture. This will avoid muscle fatigue and thus creating an unnatural appearance or a "forced" smile.

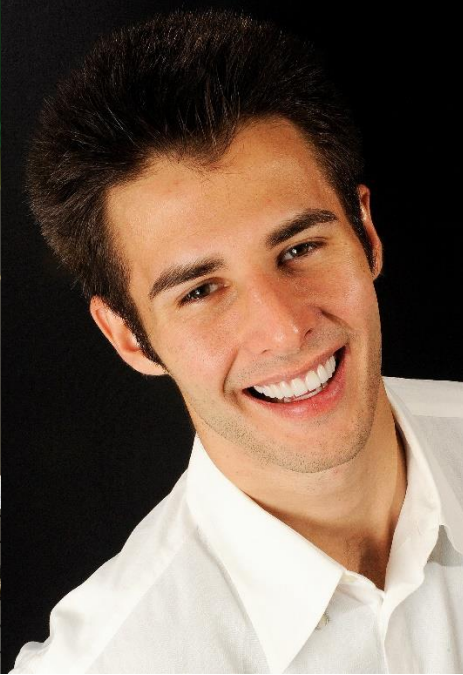
Have them suddenly smile and capture the picture at the top of the smile. These shots do not have to be close ups and will not be cropped or altered when presented. This is a chance to show off your work and your creativity. Make it fun!

Examples:

Glamour Portraits











Category 4. Single Tooth Match (4 Total Photos)

Required **Before** and **After** Views

- Full Smile-1:2 shot to show a natural smile to include both corners of lips
- Close-up View Frontal- a 1:1 shot to include very close up view of restored tooth adjacent to natural teeth
- OPTION: If it is more appropriate to show a side view then that is acceptable. For example, if it is a canine , it might be more clear from a side view.

Examples:

Single Tooth Match

The goal is to show your talent with single tooth matching. You will be judged on shade matching, (chroma, hue, value etc) In addition, you will be judged on shape and contour to match adjacent or contralateral teeth. Pay attention to texture, translucency and characterization. This category requires excellent skill and lab communication. If it is a direct restoration, you will be able to show your skill in mimicking nature free hand!



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TIPS- Do not make picture too bright! Close the aperture by one or two stops while taking these close up shots. The result will be slightly darker and by doing so, the color, characterizations, translucency and value is more evident. If it is too bright it will look washed out. See above example.

Each Aesthetic Eye participant will receive the following:

- Submitted cases(s) featured on display at the 2017 IAPA Annual Conference
- Certificate
- Recognition on www.theiapa.com
- Recognition in Visions Magazine
- Photos displayed in Aesthetic Eye web gallery on the IAPA website
- Opportunity to keep high quality mounted photos for framing

Winners for each Category will be chosen by the Aesthetic Eye review panel prior to the start of the 2017 IAPA conference. Winning cases will then be entered in the People's Choice Award category. The People's Choice Award Winner will receive a plaque and certificate. Fellow IAPA members attending the conference will be able to cast one vote for their favorite case among the four category winners. Voting for the People's Choice award will begin on the first day of the conference and close by 5 PM on Friday. The People's Choice Award along with all the Category winners will be announced on the last day of the conference.

Image Requirements

- The submission form must be completed and payment received by **September 15, 2017**, with all images received no later than **September 22, 2017**. The application form must be completed prior to submission of the images.
- All images **MUST** be named in the following way:

Doctorfirstinitiallastname_categorynumber_descriptionofshot_

Example: jsmith_II_retractedafter

- Full face shots must be sized to 8 X 10 VERTICAL, with mouth shots sized to 7 X 5 HORIZONTAL.
- Images must be HIGH resolution (minimum 300 dpi). All images must be submitted in the correct size and format!
- Images should be saved either to a CD or flash drive and mailed to the following address:

LVI Global
Attn: IAPA Aesthetic Eye/Kolleen
1401 Hillshire Drive Suite 200
Las Vegas, NV 89134

- Files can also be sent via **HIGHTAIL**. Please email Kolleen Robertson for hightail instructions.
- Submissions received after the deadline, are incorrectly sized, or do not meet minimum resolution requirements will not be accepted.

For more information regarding case submission requirements, please contact Kolleen Robertson at krobertson@lviglobal.com or call 702-341-7978.



2017 Submission Form

Name: _____

Address: _____

Contact Phone: _____ Email: _____

Category selected for Submission:

Category I. Anterior Aesthetics (Indirect or direct) Number of submissions: _____
Patient Name(s): _____

Category II. Full Arch/Full Mouth Aesthetics/Removable Number of submissions: _____
Patient Name(s): _____

Category III - Glamour Portrait Shots Number of submissions: _____
Patient Name(s): _____

Category IV. Anterior Single Tooth Match Number of submissions: _____
Patient Name(s): _____

Payment:

I am submitting a total of _____ cases at the rate of \$100.00 per case for a total of \$_____.

Credit Card Type: Visa MasterCard American Express

Credit Card Number: _____ Exp: _____ CID: _____

Signature of Cardholder

Date

Please fax the completed form to 702.233.9200. Upon receiving your submission form; payment, IAPA membership, and conference registration will be verified. A member of the Aesthetic Eye Review Committee will then contact you regarding image submission. Any questions regarding the Aesthetic Eye and the submission process should be emailed to Kolleen Robertson at kr Robertson@lviglobal.com

Aesthetic Eye 2017 participants may pick up their photos by 5 PM Saturday in the Aesthetic Eye area.