



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 Rotunda Building area.

- 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
- V. Best Social Media Case Posts

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 III. 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 on the IAPA Conference Page and on the IAPA website.**

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



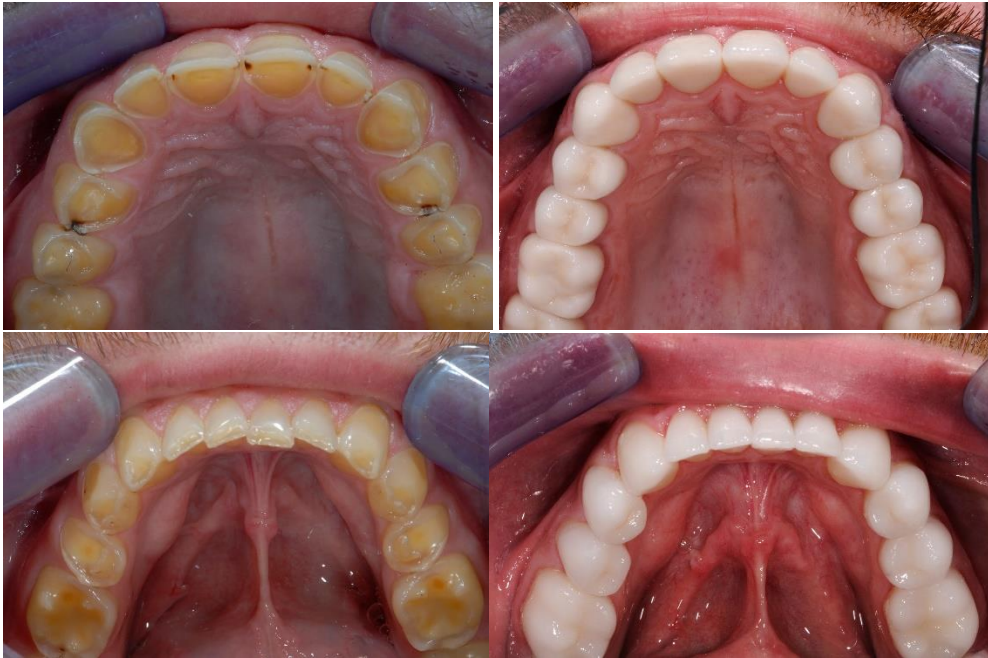
Tip- make face size the same magnification and similar pose



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



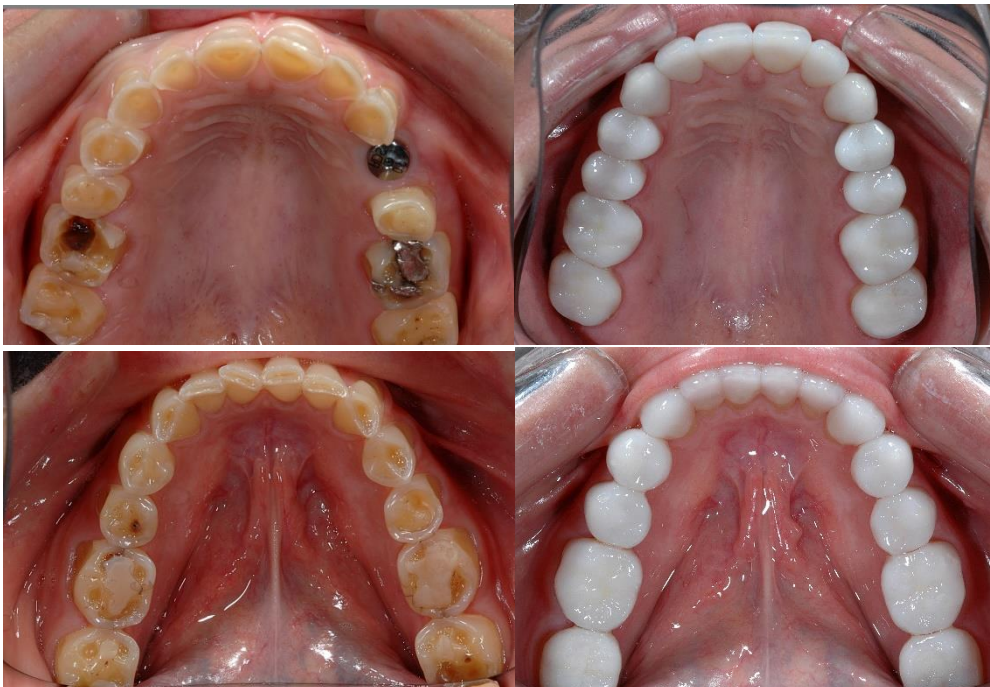
Tip- make face size the same magnification and similar pose



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!

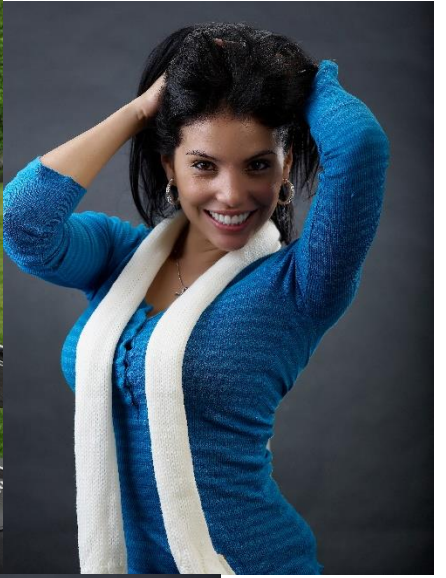
Tips- Shoot both indoors and outdoors. Try not to pose the subject and let them be natural. Don't let them hold a smile until you are about to shoot the picture. This will avoid muscle fatigue and thus creating an unnatural appearance or a "forced" smile.

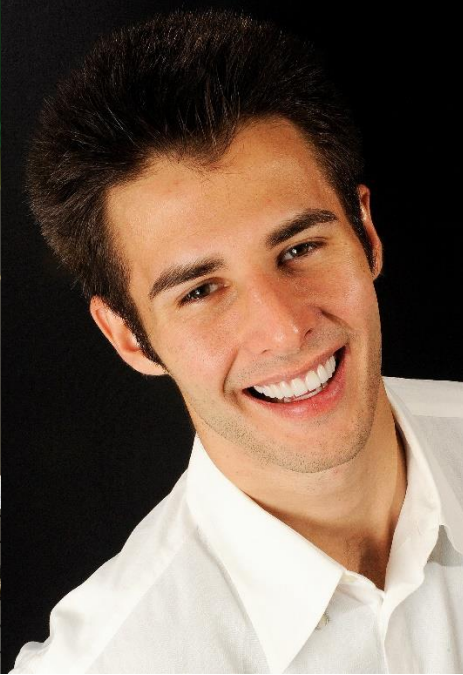
Have them suddenly smile and capture the picture at the top of the smile. These shots do not have to be close ups and will not be cropped or altered when presented. This is a chance to show off your work and your creativity. Make it fun!

Examples:

Glamour Portraits











Category 4. Single Tooth Match (4 Total Photos)

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

- a. Full Smile-1:2 shot to show a natural smile to include both corners of lips
- b. Close-up View Frontal- a 1:1 shot to include very close up view of restored tooth adjacent to natural teeth
- c. 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!



A



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.

Category 5. Best Social Media Case Posts – Criteria- Initially posted on Social Media during same calendar year as the IAPA Conference. Content and Photos must be of work completed by the doctor submitting the post .

Screen shot of active post with documentation verifying date of original post.

Post should include some type of patient testimonial and some type of photo(s) or video of the patient showing completed work. (Before photos are optional for this category.)

Link to active post so that judges can view the live post.

Post can be posted to social media by a team member and all dentistry and photos completed by the doctor submitting the case.

Submission due the same time as other categories. The number of likes, shares, and engagement will be judged two weeks prior to first day of IAPA.

F

Each Aesthetic Eye participant will receive the following:

- Submitted cases(s) featured in the Aesthetic Eye area during the 2024 IAPA Annual Conference
- Recognition on www.theiapa.com
- Photos displayed in Aesthetic Eye web gallery on the IAPA website
- Aesthetic Eye Participation Certificate

Winners for each Category will be chosen by the Aesthetic Eye review panel prior to the start of the 2024 IAPA conference. Winning cases will then be entered in the People's Choice Award category. The People's Choice Winner will receive an award and certificate. Fellow IAPA members (**doctor's only**) 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 5:30 PM on Friday October 25, 2024. ***The People's Choice Award along with all the Category winners will be announced during the Saturday Morning October 26, 2024 Main Hall Lecture Session.***

Image Requirements

- The submission form must be completed and payment received by **September 23, 2024**, with all images received no later than **September 27, 2024**. 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 to a flash drive and mailed to the following address:

LVI Global
Attn: IAPA Aesthetic Eye/Joe Dewees
9501 Hillwood Dr.
Las Vegas, NV 89134

- Files can also be sent via **HIGHTAIL**. **Please email Joe Dewees 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 Joe Dewees at jdewees@lviglobal.com

or call 702-341-7978.



2024 Submission Form

Name: _____

Address: _____

Contact Phone: _____

Email: _____

Contact Signature: _____ Date: _____

Category selected for Submission: **Note we will be doing the Aesthetic Eye in Digital format this year, so there will be no charge for submissions.**

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): _____

Category V. Social Media Case Posts Number of submissions: _____

Doctor Signature

Date

Please email the form to Joe Dewees at jdeweese@lviglobal.com upon receiving your submission form, 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 Joe Dewees at jdeweese@lviglobal.com.

AESTHETIC EYE CRITERIA AND SCORE SHEET

Below is a sample of the scoring process that is done for each Aesthetic Eye Category to better understand how the process takes place. All scoring will be handled by a panel of 5 (IAPA Board Members) and 5 (Senior LVI Instructors).

CATEGORY 1- Anterior Aesthetics (Direct or Indirect)

Please circle

- **Smile Design and teeth symmetry** (design appropriate for face? Height to width ratios, inclinations, symmetry of contralateral teeth, color, texture, translucency)

0 1 2 3 4 5

- **Gingival Symmetry** (zenith, symmetry and gingival heights)

0 1 2 3 4 5

- **Gingival Health** (inflammation, redness etc.)

0 1 2 3 4 5

4. **Photography quality** (exposure, composure, consistency)

0 1 2 3 4 5

5. **Overall Result** (consider the challenge/difficulty of the case)

0 1 2

TOTAL_____

CATEGORY 2- FULL MOUTH /FULL ARCH

Please circle

- **Smile Design and teeth symmetry** (design appropriate for face? Height to width ratios, inclinations, symmetry of contralateral teeth, color, texture, translucency, does smile follow lip line)

0 1 2 3 4 5

- **Gingival Symmetry** (zenith, symmetry and gingival heights)

0 1 2 3 4 5

- **Gingival Health** (inflammation, redness etc.)

• 1 2 3 4 5

- **Upper and Lower teeth length ratio** (are uppers or lowers too long or short, does case look over or under opened)

0 1 2 3 4 5

5. **Photography quality** (exposure, composure, consistency)

0 1 2 3 4 5

6. **Overall Result** (consider the challenge/difficulty of the case)

0 1 2

TOTAL_____

CATEGORY 3- GLAMOUR PORTRAITS

*This category is more about the portraiture and not the dentistry
Please circle*

- **Does smile design match the face** (design appropriate for face, are the teeth too long or short , does the smile follow lip line etc)

0 1 2 3 4 5

- **Portaiture** (creativity in pose, composition, background etc)

0 1 2 3 4 5

- **Photography** (proper exposure and lighting)

0 1 2 3 4 5

TOTAL_____

CATEGORY 4- ANTERIOR SINGLE TOOTH SHADE MATCH

- **Shade Match** (does it match adjacent teeth in chroma, hue, value)

0 1 2 3 4 5

- **Shape** (does it match shape of contralateral tooth)

0 1 2 3 4 5

- **Characterization** (does it match in texture, translucency and internal characteristics of adjacent teeth)

0 1 2 3 4 5

- **Photography** (proper exposure and lighting)

0 1 2 3 4 5

5. **Overall Result** (consider the challenge/difficulty of the case)

0 1 2

TOTAL_____

CATEGORY 5 –SOCIAL MEDIA CASE POSTS

- Number of Likes (5 given for post with most likes, 4 for post with 2nd most likes,

0 1 2 3 4 5

- Number of Shares (5 given for post with most shares, 4 for post with 2nd most shares

0 1 2 3 4 5

- Comment Engagement (5 given for post with most comments/comments threads, 4 for post with 2nd most comments/comments threads

0 1 2 3 4 5

- Content/Story (caption), Originality, and Uniqueness of Post

0 1 2 3 4 5

- Does smile design match the face (design appropriate for face, are the teeth too long or short, does the smile follow lip line

0 1 2 3 4 5

- Shade Match and Characterization of enhancements (does the dentistry look natural and blend well) 0 1 2 3 4 5

- Photography/videography (proper exposure and lighting)

0 1 2 3 4 5

- Overall Result/WOW factor (Was this patient's life changed for the better)

0 1 2

