

Would You Totally Restore Someone's Mouth for \$10 Million if You Had to Wait 20 Years to Get Paid?

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Received: January 07, 2020; **Published:** February 26, 2020

Once you come to the realization that the only thing teeth can do for a smile is detract from its beauty, you are left with only two options:

1. You can restore the teeth to a bright white Hollywood smile so the teeth become the focus of attention whenever the person opens the mouth or
2. You can develop a pattern of shades and hues so it looks as though no dentistry was done and none is needed.

If you take the first option and do as most dentists do and give the patient a result that glares the fact that these are store-bought teeth and they violate the natural beauty of Nature's esthetics - all one color top to bottom and front to back - so the teeth dazzle when the lips part, you fail to utilize your training and the understanding that variation of shade and hue is the essence of reality and the reason the world is as beautiful as it is. Hollywood stars are all too often obvious in their choice and the fault is with their dentists. I am sure these dentists were paid handsomely but, alas, to be provided with teeth that only a laboratory can produce.

In fact, when I asked one of the most prominent of the nation's "Cosmetic" dentists (located in New York) after his lecture at the Greater New Dental Meeting why he gives white-all-around, he said he does that because that's what the patients want. Really?

I doubt if people want their mouths to scream artificial but I am as deeply convinced that they want their smiles to be attractive and appealing and bright-white dazzling is not the only option.

Counseling the patient and giving them the option to have a beautiful smile that does not negate bright-white (think Farrah Fawcett-Majors -who could have used slight anterior recontouring of the incisal angles to give a softer, more feminine look) but one that includes canines that are a bit darker and possibly some shading from gingival to incisal/occlusal edges would likely have produced a population of gorgeous but natural-looking smiles. Instead, that Hollywood brand of dazzling - almost blinding - dentition marks what I consider a failure of the profession and ignores the blend and flow concept.

You will note that only eye-catching elements are disruptive. A smile comes from within and includes more than just the teeth. A true smile (as opposed to a phony - let's do lunch - smile) includes the entire face and not just a parting of the lips. In fact, a warm and endearing smile can encompass the entire body and the facial details are evident (note the slight closing of the eyes caused by contraction of the orbicularis oculi). Everything about a true smile conforms and flows from one area to the next blending the features into a single expression. To have teeth visually jump out at you is detracting and says a dentist did this.

My patient was the CEO of a new company and a friend of mine. His teeth were, to use a phrase, all messed up and when he smiled, it was as negatively detracting from his otherwise inviting smile as detracting could be. I told him he cannot be a CEO and project power and assured with such teeth and he understood and agreed. But, he had no money. I restored his mouth anyway.

He could have used implants but, at the time, I did not have that expertise and was not convinced that the profession had yet developed the wherewithal to assure success if we went that path. In fact, dental CAT scans were still in the future and it was the time of the wild west of implantology. Instead, conventional crown and bridge was used and the result was an amazing transformation. For the first time in his life that he could remember, John smiled and projected that inner warmth that exuded from his personality without the ugliness of a wretchedly deteriorated dentition.

He was able to pay only a small portion of the lab bill (his only cost) and I paid the rest. Without asking for any payment, he gave me 100,000 shares of his company's stock. At the time, it was worth about one cent per share and today is about the same. Years (decades) of poor management and frustration with terrible organization complications drove John to abandon his CEO position and the company has since gone through numerous other CEO's. However, the brains behind the product never gave up and still speaks daily with John who remains ever-so-slightly tied to the company.

The company produces sonical water and fuel. Its potential is enormous - much greater than Microsoft, Intel, McDonalds or any other company. It has a related line of products that purifies water without using any chemicals, has no moving parts and uses the power of a small light bulb. When connected to a solar panel, it can purify third world water supplies pumped from the ground. When used in swimming pools, chlorine is no longer needed. When used as a fuel enhancer, it causes an increase in fuel economy (8 - 11%) and decreases negative emissions. The item is about the size of a football, is made of fiberglass and years ago all manufacturing was moved from Italy to the USA (Connecticut). The genius behind Go Green Global Technologies (GOGGR on the NY Exchange) is 82-year-old Dr. Mario Pandolfo and his sonical water - which also prevents scale buildup and so increases the efficiency and lifespan of heating elements and such equipment (like ultrasonic scalers, autoclaves and handpieces) - is a great stimulus to biologic healing... the reason some call it miracle water.

A device for a single family home costs about \$275 and takes about 30 minutes to install. Puerto Rico uses them and eliminated their Legionnaire's Disease outbreaks. New York could do the same. Puerto Rico has since re-ordered. Some hospitals, cruise ships and apartment complexes use them. Flint Michigan can use them to remove the lead from their water supply as can those whose waters are contaminated with the GenX chemical (North Carolina). Back then, I had a fuel device in my Oldsmobile Aurora and it performed as advertised. IBM tested it in diesel trucks and the results were quite positive.

There is no telling the ultimate value of the company but \$100/share is certainly reasonable once the new management team gets going. My 100,000 shares could soon be worth \$10 Million.

Volume 19 Issue 3 March 2020

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