

## Lecture Title: **How to use sectional lingual treatment to grow your practice?**

### Lecture summary:

Many adults are now seeking orthodontic treatment with a large proportion seeking mainly an esthetic improvement of their smile. Some may have had orthodontic treatment as adolescents with relapse in the anterior zone being a common issue. Many of those patients are not interested in long treatment times and do not want to go through the complexities of a full comprehensive orthodontic treatment. Several companies are now promoting social six or “cosmetic orthodontics” to general dentists with a promise of short treatment and big profits. And most recently direct to consumer aligner treatment is also being offered by several companies. However none of these offer truly invisible lingual treatment. As specialist orthodontists we have at our disposal the knowledge and skills to deliver fast “cosmetic orthodontics” that is also invisible. Lingual social six treatment should be in every specialist orthodontists’ armamentarium. This gives the profession a great competitive edge in today’s practice. Traditionally many orthodontists have shied away from limiting treatment to the alignment of the anterior teeth and terming any treatment aimed solely at the social six as a compromise... but is it? This lecture will explore the different indications and possibilities in addressing the anterior segment only and exploring different methods from simple in-house setups to fully customized lingual appliances discussing the pros and cons to this line of treatment with emphasis on case selection and how this type of treatment can be an excellent practice differentiator.