

A Trendsetting Smile



I met Robert 10 years ago when I hired Judy, my lead clinical assistant for our large multispecialty group practice. Judy is very bright and has a great attitude and excellent work ethic, so I was not surprised to see the same attributes in her oldest child, Robert J. Ortiz. He graduated with honors from San Diego State, where he played college football and finished in the top 10 for receiving. The San Diego Chargers signed him in 2006 as an undrafted free agent (wide receiver). Robert has also been a member of the Frankfurt Galaxy, Seattle Seahawks, BC Lions, San Francisco 49ers and, most recently, the New England Patriots.

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In addition to his success as an athlete, Robert exhibits amazing energy and commitment as a successful model and dedicated entrepreneur. His lifestyle clothing brand, ArtistiCreation, shows a strong understanding of and passion for professional athletes and trendsetters similar to what he feels for the game of football. His entertainment company, R Entertainment, was started in college and spins music for private parties, clubs, corporate events, and weddings. In addition, Robert recently entered the reality television world by competing on ABC's newest adventure series, "Expedition Impossible."

Robert's dental history included orthodontic treatment during which his teeth were determined to be undersized for his arches, leaving him with diastemas. During his consultation, he mentioned he was getting married soon and of course wanted to look his best. He was also starting to notice wear on the edges of his front teeth.

We started with an intraoral composite mock-up smile design to determine ideal esthetics, function, and phonetics. Our goal of "zero preparation," direct resin restorations was completed on the front eight teeth using a single shade; this meshed well with Robert's healthy lifestyle and modeling career. This case demonstrates the power of developing the skills of direct bonding and smile design in your practice and why the AACD includes Case Type V, six or more direct resin veneers, in its credentialing process. Robert has never given up on his dreams and continues to strive for greatness and to make a difference in the world. His life motto is, "Don't talk about it...be about it."

For information on the clinical aspects of this case, please turn to page ____.

Dentistry and clinical photography by John F. Weston, DDS, FAACD (La Jolla, CA). Portrait images by Paul Barnett, Barnett Photographics (San Diego, CA). Cover photo shot with a Canon (Canon USA; Lake Success; NY) Mark III 1Ds with an 85-mm 1.2 EF lens as well as a Canon Mark III 1D with a 70-200 EF IS lens.



Preoperative



Postoperative