

**SPECIAL  
POINTS  
OF INTER-  
EST:**

- Dentist would not help.
- Orthodontics did not help.
- Four veneers, a whitening and a numb bum in four hours.
- £3200 is "well worth it"
- Kerry tells dentist, "I'm going to worship you like a god."

## THE CEREC® TALES

### The Patient's Tale

It was Andy Warhol who once said that all of us have 15 minutes of fame and yet 36-year old Kerry Fender of Newcastle-under Lyme has had a double portion. Kerry was the focus of a 30-minute TV programme entitled "10 Years Younger" made by Maverick TV that was broadcast on Channel 4 as part of a series of personal makeovers.



us

**A made-over Kerry still can't quite believe the transformation**

We often trot out the rather trite expressions that beauty is "only skin deep" and is "in the eye of the beholder" but for Kerry it went a lot deeper. From early teenage years she was conscious of her crooked teeth. "School was hell" she said, "Once classmates found my weak spot they were merciless".

"I wanted to explore some form of cosmetic treatment" Kerry commented, "but my dentist would not touch what were perfectly sound teeth so he referred me for private orthodontics". From a cost point of view this proved a non-option so a course of NHS orthodontics was embarked upon but to no avail. She continued, "To be fair we were told that there were no guarantees but I was devastated". So in line with her own description she resigned herself to the life of a "Geisha girl" a hand placed in front of her mouth and refusing to be seen smiling or laughing.

Generally speaking Kerry believes that she was not naturally self-conscious or lacking in confidence but being judged on her teeth soon shattered what self-esteem she had. She started going out with a guy whose work colleague was dating one of Kerry's friends. When the two guys swapped notes the work colleague incredulously exclaimed "Not the one with the mouthful of teeth?!". It says a lot for Kerry's would be husband that he shared that with her!

## Dentistry made the difference



The “life-long” problem

Going for jobs proved traumatic. Kerry was involved in “front line” contact work in bars and office reception and things became tough as she found herself being considered on the basis of what she

looked like rather than who she was.

“One bar owner refused to give me a job behind the bar because he wanted girls that would get the blokes in but thankfully his wife persuaded him that I would be good”. The legal beagles would’ve had a field day with that one!

Consistently mistaken for being much older than she really was, things took a turn for the better on the back of a night on the vino. In a somewhat inebriated state, the same state that leaves grown men sporting tattoos that they don’t remember, Kerry responded to a magazine article. Apparently a television company were looking for volunteers for a makeover programme so she took one step forward and emailed them even though the blurb included something about plastic surgery.

And so it was that in the spring of 2004 Kerry found herself at the Q Clinic in Harley Street surrounded by a film crew and the inevitable entourage that goes with it, being treated by the ubiquitous Steve Sharma. The four CEREC® veneers and tooth whitening that Steve undertook was but a part of the makeover. As Kerry commented, “I had laser eye surgery which means that I don’t wear glasses any more, a radical hairdo, a shopping trip that now sees me wearing clothes that I would normally have steered clear of and ‘fillers’ for face wrinkles”.

There’s no doubt though as to what has made the most difference. “I feel like a completely new person!” said Kerry. “Many of the other treatments in my makeover will last four to six months, but the dentistry should be permanent and the confidence it has given me to smile without worrying about the state of my teeth is indescribable. It was an amazing transformation in just one four hour visit and the only discomfort was a numb bum!”



The result

“I feel like a completely new person!” said Kerry

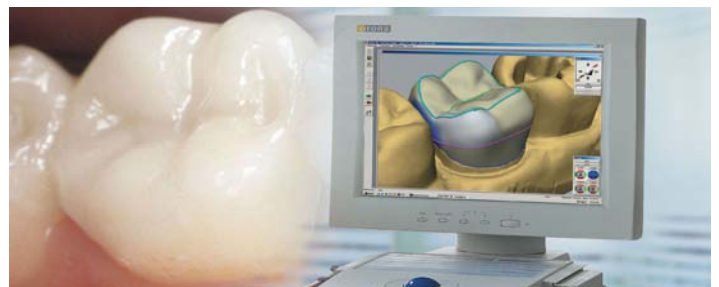
## Worth the money



**A slightly apprehensive Kerry waits the cry of “action”**

Had she had to pay for it, the dentistry would have been an investment of £3200, a sum that all Kerry’s friends deem as value for money. As Kerry says, “It’s a complete reversal; I always wanted teeth like theirs but they now want teeth like mine!” She continued, “If anyone could’ve shown me photos of my case a few years ago then I would’ve saved the money somehow...the end result is that good and these days I’m mistaken for someone in their twenties!”

The moral of the tale is that there must be a real understanding of customers’ needs and wants. To treat the whole, not just the hole is not holistic claptrap. Kerry’s inability to pay would by her own admission have been dissolved by her desire to have something done if effective communication had taken place. But there again she’d have missed out on being famous!



CERAMIC SYSTEMS



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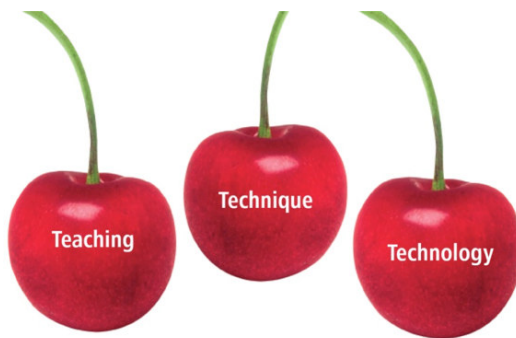
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