

Scarlett!

pg. 50

suburban life

Patients seeking a smile makeover travel from near and far for **Dr. Nicole Armour's** signature brand of cosmetic dentistry. page 78

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When Nicole M. Armour, D.M.D., started assisting for her own dentist more than 20 years ago, she envisioned offering uniquely tailored and artistic services to change lives in a tangible way. Dr. Armour pursued rigorous studies at Bryn Mawr College, University of Connecticut School of Dental Medicine, and a Harvard Residency. She then served as clinical faculty at Harvard while practicing in Boston before relocating to Bucks County in 2012.

She now runs a modern, state-of-the-art facility in Newtown with premium equipment, photography studio, and a spa environment designed to facilitate comfortable and efficient treatments.

“While we provide general and preventative dental care,” she explains, “the cosmetic sector of my practice operates more like a plastic surgery practice, where clients seek us out after researching whom they trust to perform their makeover.”

Clients travel from Philadelphia, the Main Line, Princeton, New York City, and beyond for her extraordinary services. We sat down with Dr. Armour to learn more about the aesthetic aspects of her practice.

Q&A

Can you walk me through the process of getting to the final smile makeover result?

It starts with an initial consult. I observed that everyone wants a healthy or attractive smile: men, women, younger, older—everyone. They deserve to have someone listen, free of judgment. Let’s start from scratch and move forward. A standard treatment course proceeds as follows:

Consult No. 1: The first step is a consultation where I listen to your goals. I provide options for treatment, estimated investment, and share my completed cases that most resemble yours. We can perform this step digitally, if elected.

Consult No. 2: We continue planning with data collection—impression for 3D teeth models, digital photographs, and a review of radiographs and oral health. After studying this data and the individual contours of your facial proportions, I create a wax design of the proposed teeth.

Treatment No. 1: This is the longest appointment and, for larger cases, can

Reinventing the SMILE

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Dr. Armour photograph by Nina Lea Photography



With cosmetic dentistry, images speak louder than words. These images feature actual patients, with dentistry and photography by Dr. Armour. Explore Dr. Armour's gallery on her website armourdentistry.com or her Instagram page [@dr.armour](https://www.instagram.com/dr.armour). "No stock images ever," she assures.



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take hours. Teeth are prepared for the new restorations, molds taken, and temporary provisional teeth based upon proposed design of final teeth are placed. You will have the opportunity to comment on the initial teeth design and request changes. Preparatory treatment like orthodontics, gum lift, or implant placement with one of my trusted specialist referrals may be indicated before this step.

Treatment No. 2: Try-in dental restorations for your approval. Any requested changes are communicated with our ceramist.

Treatment No. 3: Deliver restorations. From start to finish, a smile makeover may

be complete within just two months, but some can take longer depending on the need for additional steps.

What is the normal investment in a smile makeover?

Almost anything is possible in dentistry with the right time, money, and effort. Cosmetic treatment investment ranges from conservative changes under \$1,000 (whitening, teeth reshaping, some bonding), to \$5,000 to \$15,000 (a makeover with veneers or crowns), to \$15,000 to \$25,000 plus (full arch cases, extensive implant reconstruction, cases treating both top and bottom teeth).

My practice model is designed to deliver

on your investment. I worked hard to grow a practice based on reputation that does not have to sell. This means I am able to do what is best for each patient, and many times my honest recommendation will be more conservative than the patient's requested treatment.

How do you make porcelain blend in with the surrounding teeth?

This is absolutely dependent on partnering with a master ceramist who hand-makes custom porcelain crowns or veneers following a more labor-intensive, sensitive process than a typical crown or veneer. This kind of treatment really can't be rushed as there are no corners that can be cut. ■