



email: [mctechdental@gmail.com](mailto:mctechdental@gmail.com)  
Phone: (406) 248-9112  
Fax: (406)-248-9922

**McTECH DENTAL**  
BRIDGING TECHNOLOGY AND ARTISTRY

<https://www.mctechdentallab.com>  
180 S. 32nd St. W. #2  
Billings, MT 59102

### ***A Letter to the Patient Regarding Dental Photography, from McTech Dental Lab***

**Anyone who pays a sum of money, time, discomfort, and pain should have a clear picture of what is happening, why, and what they are getting in return. For most people, “seeing is believing”, and black and white x-rays alone do not suffice. Understanding is key to promoting the involvement of the most important member of the restorative team, you the patient.**

**In dentistry, photography is therefore primarily used for communication in one form or another. Using Photography, you and your doctor will be setting the functional and cosmetic goals and expectations and communicating them to the various dental restorative team specialists. These specialists could include, an endodontist, orthodontist, oral surgeon, and of course the dental laboratory. Dental Labs specifically will use photography, along with other tools like scans of your teeth, impressions, and even x-ray or CT imaging to decide the shape and size of the teeth, as well as determining the correct color match for a restoration. When you work in the beginning with a lab, you are beginning with the end in mind. The Dental lab will customize restorative solutions for your mouth to strike a balance between any clinical limitations presented and the functional and cosmetic goals and expectations.**

**The kind of photos one could expect for treatment planning purposes include:**

- **intra oral shots, meaning photos of inside the mouth.**
- **Mouth shots, meaning photos of the lips and outside of the mouth, perhaps smiling or slack jawed or even performing phonetics like the “f” sound or “th” sound.**
- **Portrait shots of the entire face, head and neck are also useful for dental labs and other specialists as well as capturing the true excitement of a patient happy with their new smile.**

**Regardless of the reason, these photos are foremost clinical, and your information is protected by HIPPA. If you have not been asked by a clinician to sign HIPPA release documents specifically regarding photos, that is because their use does not fall outside the privacy you are owed and your photos will never be used outside the purposes of the treatment.**

**Some examples of other uses outside of the treatment would include educating other patients in the future who may have a similar case, marketing for the dentist, marketing for the dental lab or other specialists involved in your treatment. In some cases, doctors will use these photos to educate other clinicians.**

**So, assuming you've agreed to take part in one of these outside the treatment purposes, here is some tips to be considered for getting "Close up ready"!!!**

- 1. Hydrate! Everything in the body including skin, lips, gums and yes even teeth benefit from being fully hydrated, which takes a couple days of being hydrated to really have an effect. With lips, regular hydration can go a long way in improving the fullness and color and healing cracks.**
- 2. Clean teeth: Obviously we want to capture your teeth and smile not your breakfast. Be sure to brush and floss twice a day on the days leading up to the photoshoot so gums are not bleeding.**
- 3. Before and After: What is done before will need to be repeated after for the best before and after results. The same top and any jewelry will need to be worn for both sets of photos. The same makeup and hair, style, cut and color will need to be mimicked as close as possible.**
- 4. Makeup: We love to see personality on the person, and nothing beats a genuine smile. Please refrain from getting professional makeup done unless you are the one doing it. If you would choose to wear any given shade of lipstick in the before shots be sure to not only set it aside but to bring it with you to both shoots. This is because once we start on the intra oral shots we need to stretch the lips apart with retractors and fit mirrors and contrastors to view inside and capture what we need. Inevitably your lipstick will get smeared, and you may want to fix it before leaving, or perhaps we want to capture another shot of the lips, it happens, no ones perfect, best be prepared.**
- 5. Hair: Removing removing hair is possible but requires an incredible amount of time to do and is never perfect. For both male and females What you do to address this hair around is up to you. At the very least try to keep it neat and clean and I will assume you are loud and proud about any hair on the upper lip or anywhere else on the face.**
- 6. Bring Chapstick. When the time comes to retract the lips to get the intra oral shots, ChapStick can help relieve discomfort caused by the retractors.**

**Keep in mind that along with the teeth, the gums, lips, and skin around the mouth will be captured in extreme detail. I have certain tools available to mask a blemish or to lightly soften lines if requested but there is a certain level of honesty and integrity that limits me from making any big changes, especially to the teeth, gums, or major facial features. Nothing beats getting the right shot right.**

**Lastly, as previously mentioned you are the most important member of the restorative team. Good photography is a team effort, so be ready to follow some instruction to help the process go smooth. We can't wait to see you!**

**Ryan McKee  
Lab Manager/Photographer  
McTech Dental Lab INC.**