



What You Need to Know About

CHOOSING AN ORTHODONTIST

and About Getting Braces for Your Daughter or Son



Who Is The Provider Of This Information?

EXCELLENCE IN ORTHODONTICS®

is a national association of carefully selected orthodontists, one per geographic area, who subscribe to the highest standards of both clinical care and “white glove” customer services for their patients. For you, the consumer, Excellence In Orthodontics is a trusted advisor and provider of the information you need to know to make the best decisions possible, as a parent and family leader.



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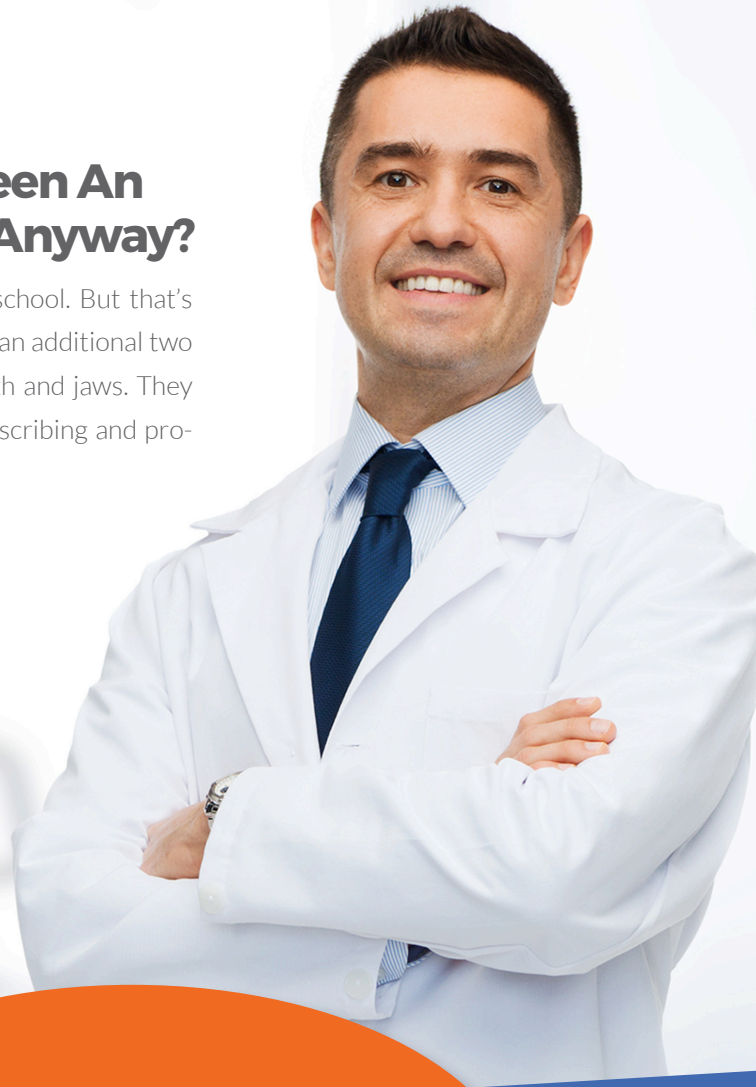
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What Is The Difference Between An Orthodontist And A Dentist, Anyway?

All orthodontists are dentists, and they all go to dental school. But that's where it stops for dentists. Orthodontists go to school for an additional two to three years to become specialists at straightening teeth and jaws. They become specialists in expert, correct diagnosis of and prescribing and providing the best treatment for conditions like:

- Difficulties with chewing or biting
- Biting into the roof of the mouth or cheek
- Teeth that meet abnormally
- Teeth grinding or clenching
- Predicted loss of teeth
- Crowded, misplaced or blocked out teeth
- Teeth that protrude
- Teeth or jaw misalignment causing headaches, sleeplessness, TMJ
- Speech difficulty
- Facial imbalances



Dentists

*Only 6% of Dentists are
Orthodontists*

When you can in life, you opt for specialists. If you are of means, you won't get your will from LegalZoom or from just any lawyer; you will seek out an estate planning attorney. An exceptionally knowledgeable and qualified specialist.

If you own an exotic foreign sports car or classic car, you won't take it to the closest, most convenient or lowest priced, ordinary auto repair shop. You will seek out a shop with expert mechanics who specialize in such automobiles.

Choosing a doctor is no different. Frankly, generalists are jacks-of-all-trades who tend to leap to the one-size-fits-all, standard solution, product, or service. Genuine specialists, on the other hand, tend to carefully and individually diagnose needs and provide personalized solu-

tions. Smart consumers who demand the best do not want a generalist making lifelong decisions for their families. They want, and deserve, a specialist.

Shoes are easily sized—in fact, you can buy them yourself, off the shelf, try pairs on, pick one. But orthodontic treatment and appropriate orthodontic appliances are not shoes. It's not just fitting, it's accurately foreseeing the future, and prescribing precisely the best treatment to not only "fix" the present issues but insure a pleasing smile and optimum dental health for life.

Is A Great Smile Just A Cosmetic Issue?

Some parents feel that “looks aren’t everything,” and they think their kid should just be tough-minded about it and not be overly sensitive. On one level, they may be right! It’s certainly an understandable parental reaction. But, unfortunately, it’s not that simple.

There are physical health and emotional health issues directly related to having a straight, correct, proper smile.

Let’s face it: kids can be cruel. From elementary school on, kids look for excuses to humiliate or ostracize the kid who, quote, looks funny. Kids may not talk to their parents about this either, for fear of being embarrassed at home too, or, frankly, being told to just toughen up. Bullying is a very real, very harmful, even dangerous thing now made far, far worse than when we were kids, by social media online.

What was once confined, is now unrestrained. What was once small—being excluded from a small group by a few kids is now big—being broadcast for the entire school’s population.

According to a study by the non-profit ConfidenceCoalition.org, 90% of all girls want to change something about their physical appearance, a girl is bullied every 7 seconds in school across the country, and one out of every four college age women have an eating disorder fueled by emotional issues. From other research, we found that **70% of boys suffer constant harassment over their personal appearance.**

Most teen suicides leave shocked and bewildered parents behind. Many are caused by bullying. The kid with buck teeth, an overbite, gaps, teeth misaligned enough that keeping them clean and bad breath is a problem...he or she can become a target, and the harassment can be relentless.



Shaming on social media has become serious, not trivial. Suicide has jumped by 24% in the last decade, with a lot of that in pre-teen, teen and college age young people. But even without such a drastic and tragic response, **the self-image and self-esteem scars of teen years can carry forward into adult life.**

Going to junior high or high school with crooked teeth and a poor smile is one thing. Going on college admission or job interviews with the same handicap is another. Looking in the mirror at an embarrassing smile on the day of the prom is bad, but looking that smile in the mirror on the day she is delivering her first big presentation of her first job is another.

In terms of physical health, anything and everything that interferes with good oral hygiene can raise risk of or worsen diabetes, heart disease and cancer in adults. And while it is almost never too late for an expert, highly skilled orthodontist to correct alignment problems in adult life, the later that effort occurs, typically, the harder and costlier it is. **Poorly aligned teeth can also produce chronic headaches and migraines, contribute to poor digestion because of inadequate chewing of food, make getting a good night's sleep difficult and more.** For the young person, this can interfere with the ability to study and get good grades. Later in life, it can sabotage overall health. This needs to be taken seriously.

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Exactly What Does A Top Orthodontist Do? Is it just putting on braces?

It's a lot more than that. There are braces for children, often clear tooth aligners or Invisalign. But first there is the matter of expert diagnostics.

Depending on a child's age and needs, your orthodontist may be working with space maintainers to help permanent teeth grow into alignment or retainers to prevent crowding, or even habit appliances to prevent thumb-sucking or nighttime teeth grinding.

Often, there is a customized appliance designed specifically for the patient. Top orthodontists also use soft-tissue laser treatments for optimal gum tissue esthetics. Orthodontists even deal with jaw alignment. Your child may only need an appliance or only need braces or need a different treatment. Determining precisely what the best corrective measures are, for your daughter's or son's needs, for the best possible outcome, is the role of the orthodontist.

One of our selection criteria for membership in Excellence In Orthodontics is the doctor's commitment to constantly updated, comprehensive clinical knowledge and expertise, as well as to the best available technology.



Why Do Kids Need Braces?



Malocclusion—meaning teeth that are crooked or crowded is often an inherited condition. **It's in the genes, just like any number of other problems can be,** and your kids didn't get to pick their parents out of a catalog that included Barbie and Ken. If you have a family history of this, you should make a special point of getting your children into the Excellence In Orthodontics member-doctor in your area early, for exams and pre-emptive treatment if needed.

But heredity is certainly not the only cause. Orthodontic problems can come from something as simple as early loss of primary teeth or chronic thumb-sucking. An accident. This does not mean a child needs or will need braces. By getting your child to the orthodontist early, you may be saving them from years of embarrassing issues associated with their teeth and smile, and you may reduce or prevent need for more aggressive, difficult and costly treatments later.

Can They “Get By” Without Braces?

Yes, many girls and boys with visible smile problems or with difficulties associated with misaligned teeth like grinding and clenching, difficulty eating, difficulty with hygiene, etc. can and do get by without braces. Some even go on to become famous celebrities—former NFL player now TV host Michael Strahan is even famous for the gap in his teeth that could have been easily corrected with braces when he was a child.

But for most, the “get by without” decision can come at a huge, long-term cost in health, well-being and even social and career success. It is common for adults who “got by without braces” as children to later face ever worsening gum disease, a factor in uncontrollable bad breath, Type 2 diabetes, heart disease and early loss of

teeth. Or they might face complicated, painful, time consuming and costly gum surgery, bone grafts, teeth replacement and cosmetic dentistry—cases often involving fees upwards from \$25,000 to \$50,000—not to mention shyness, timidity, and perpetual embarrassment.

Many parents are understandably, acutely aware of the costs of the braces and orthodontic treatment, but tend to discount all the future costs and adverse effects of letting their daughter or son just “get by without braces.”

The other thing to know is that teeth or jaw misalignment is not acne; they won't just grow out of it. None of this is temporary. It is permanent and certain to get harder to deal with over time.

What Should I Expect When It Comes To Costs?

Excellence In Orthodontics doctors understand and respect the costs of raising a safe, healthy, smart, and self-confident child or teen. Many are doing so themselves. Their entire approach is based on how would I treat the daughter or son of my closest and dearest friend? That includes fair, reasonable and fully transparent fees. All-inclusive fees. And, convenient financing if needed. But it also includes not compromising or sacrificing or taking short-cuts just to shave a bit off of the price.

Not all treatment is the same. Not all orthodontic practices approach creating the ideal smile in the same way. Excellence In Orthodontics members do not think of themselves just as technicians, like a mechanic, or like a painter. They are about transforming lives. Not just aligning teeth for a winning smile and lifelong optimum dental health, but supporting a win-



ning personality and confident attitude. This is a very special “X-Factor” you will appreciate.

All these considerations factored in, you will find the fee for the personalized treatment most appropriate for your daughter or son falls within your expectations—or perhaps even lower than you anticipated. Many parents report being pleasantly surprised.

Just as some context and comparison, a single year’s lease payments, insurance, and upkeep for a luxury automobile will be close to the investment in the orthodontics needed by most young patients. Obviously, of course, the one pays only for the year’s use of the car; the other is truly an investment in lifetime health and well-being—as well as a winning smile.

Imagine being quietly embarrassed, even ashamed of your smile, every day. Not smiling. Hiding it. Feeling that everybody notices it and feels sorry for you or judges you in harsh terms, as kids so often do. Days, weeks, months, maybe years. Then imagine waking up one morning, looking in the mirror and now liking the smile you see. That is the incredible gift you are now going to bring to your daughter or son.



How Can I Be CERTAIN That I'm Doing The Right Thing And Choosing The Right Orthodontist

There aren't a lot of real guarantees in life. You've probably seen the TV ads, where a father is talking about the family's financial advisor with his young son. The son asks, "Do you get your fees back if you're not happy?" Dad says, "It doesn't work that way." The son says, "Maybe it should." We agree. Why not?

Traditionally, there have been no guarantees in health care. You pay your money, you take your chances. But **our Excellence In Orthodontics member-doctors are very sure of their ability to provide the ideal smile, dental health and patient experience that you are thrilled with**, and that is what you are guaranteed.

If you are not satisfied with your daughter's or son's, or your new smile or with your experience as a patient, you simply say so, and your entire

investment is refunded. We think this is how life should work.

Further, the quality of the orthodontic work is guaranteed for life for our Platinum Plus members. If

ever the proper teeth alignment originally achieved

somehow beings to fail-something that is very rare—your Excellence In Orthodontics member-doctor will welcome you back and do all that can be done to correct the problem.

If your daughter or son ever requires orthodontic treatment again, even if the teeth shift because retainers weren't worn as directed, **the needed re-treatment is provided at no charge.**

The quality of the orthodontic work is guaranteed for life.



Meet Your Excellence In Orthodontics Member Doctor

Christian P. Manley has practiced orthodontics in the Issaquah/Sammamish area since 1991. What Dr. Manley loves most about orthodontics is witnessing the positive impact it has on his patients' lives. He finds it very fulfilling knowing that he is creating smiles for his patients that they will use, not only at the most important events in their lives, but also every single day. It has been his joy to watch smiles develop that are not only healthier, but also more beautiful.

Dr. Manley is in business to serve his community, and because of that, he believes giving back is important. He is proud to support several great organizations including the Issaquah Schools Foundation, Washington Women in Need (WWIN), Issaquah Little League, Smiles for a Lifetime, and Smiles Change Lives. In addition his practice provides complimentary orthodontic treatment to several local school auctions and are very active in supporting local athletic teams.

He received his D.D.S. and M.S. degrees from Loma Linda University. In addition to these degrees, he and his team attend continuing education courses to keep up to date on the latest technology so they can provide the best service and treatment options to their patients.