



Local dentist to attend cosmetic dentistry seminar

Moorpark dentist Rick G. Borquez, DDS, will attend the American Academy of Cosmetic Dentistry's (AACD) 22nd annual Scientific Session, "Pillars of Perfection," in San Diego from May 16 through 20.

Founded in 1984, the AACD is the world's largest international dental organization dedicated to advancing excellence in cosmetic dentistry and encouraging the highest standards of ethical conduct and responsible patient care.

AACD members participate in continuing education through lectures, workshops and publications to keep up-to-date with advancements in cosmetic dental techniques and technology.

The 7,600 membership of the AACD, which includes Borquez, consists of cosmetic and reconstructive dentists, dental laboratory technicians, dental hygienists, dental assistants, educators, researchers and students.

Borquez practices at 537 Los Angeles Ave., Ste. E in Moorpark and can be reached at (805) 529-1000.

Picture Perfect

Revealing the Beauty Within

FOR IMMEDIATE RELEASE

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Local Dentist to Attend World's Largest Education Program for Cosmetic Dentistry

April 5, 2004, Moorpark, CA – Local dentist Dr. Rick Borquez will attend the American Academy of Cosmetic Dentistry's* (AACD) 20th Annual Scientific Session in Vancouver, BC from April 27th – May 1, 2004. The AACD is the world's largest organization dedicated specifically to cosmetic dentistry, of which Dr. Borquez is an active member.

By attending AACD Vancouver 2004, Dr. Borquez is responding to more and more patients asking for cosmetic dental procedures. Since 1996, consumer demand for teeth whitening procedures, the #1 performed cosmetic dental service, has increased by over 300%, according to an AACD survey.

"The AACD Scientific Session provides access to clinical education on new treatment techniques in cosmetic dentistry and allows me the opportunity to bring this back to patients in the Moorpark area," Dr. Borquez said.

2nd Annual Smile Hotline Public Service Effort

In conjunction with the conference, the AACD will host the 2nd Annual Smile Hotline on Friday, April 30, 2004 from 10 am – 8 pm EST. The public can call toll-free to **877.647.7272** and receive free advice about options to cosmetically enhance their smile live from an AACD dentist. This service is being offered by the AACD free of charge to consumers to raise awareness of proper oral health habits and alert callers to the amazing smile enhancement options with cosmetic dentistry.

"Public awareness of the benefits of cosmetic dentistry has increased tremendously in the last few years. Thanks to clinical advancements, enhancing a person's smile through cosmetic dentistry is more affordable and accessible than ever before," said Dr. Borquez. "The AACD's Smile Hotline will answer callers' questions about which of the many treatment options may be right for them."

For more information about cosmetic dentistry, contact Dr. Borquez at (805) 529-1000, or visit the AACD online at www.aacd.com.

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Local Dentist to Attend World's Largest Educational Program for Cosmetic Dentistry

April 1, 2005, CITY, ST – Local dentist Dr. Borquez will attend the American Academy of Cosmetic Dentistry's® (AACD) 21st Annual Scientific Session in Nashville, TN from April 19th-23, 2005. The AACD is the world's largest organization dedicated specifically to cosmetic dentistry, of which Dr. Borquez is an active member.

"Public awareness of the benefits of cosmetic dentistry has increased tremendously in recent years. Thanks to clinical advancements, enhancing a person's smile through cosmetic dentistry is more affordable and accessible than ever before," said Dr. Borquez.

Committed To Excellence in Cosmetic Dental Education

The American Academy of Cosmetic Dentistry (AACD) is the largest international dental organization dedicated specifically to the art and science of cosmetic dentistry. Founded in 1984, the AACD has over 6800 members in the United States and more than 50 countries around the globe. AACD members seek out continuing education through lectures, workshops, and publications in order to keep up-to-date with all of the advancements in cosmetic dental techniques and technology.

AACD Recommendations When Seeking a Cosmetic Dentist

In order to make sure your dentist is skilled in cosmetic dentistry, the AACD recommends that you ask for the following items before undergoing treatment. As is the case when undergoing any dental treatment, please consult with your dentist to find out which procedure is right for you.

Before and After Photos - Examine the dentist's treatment results on other patients to make sure his or her work fits your dental needs.

References - Get a sense from other patients as to what type of quality care the dentist provides.

Continuing Education - Be certain that your dentist is an active AACD member and has taken continuing education courses to keep up-to-date with the latest techniques in clinical cosmetic dentistry.

Dr. Borquez is a Cosmetic Dentist practicing at 165 High St., Moorpark, CA. For patient consultations, contact the doctor at (805) 529-1000.

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