

BUSINESS

PAGE 33A | SUNDAY, JANUARY 27, 2008 | EDITOR: DAN MILLER | 312-321-2841 | **Let's get into it.**

LAST WEEK: **107.87** **DOW INDUSTRIALS** up 0.89 percent at 12207.17 **13.82** **NASDAQ COMPOSITE** down 0.59 percent at 2326.20 **5.42** **S&P 500** up 0.41 percent at 1330.61

Dr. Michael Morgan takes plenty of "before" and "after" pictures chronicling improvements he's made in his patients' appearance. He studied under retired portrait photographer Thomas Bresnahan. | RICH HEIN/SUN-TIMES



Dentist makes your mouth picture perfect



SCI-TECH SCENE | Combines photography with reconstructive work that has patients smiling

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A visit to the dentist these days might include hearing a pitch for a teeth whitening or viewing "before" and "after" pictures of recommended reconstructive tooth work.

Michael Morgan uses technology and his photography skills to push the envelope even further at his office in west suburban Hinsdale.

Morgan takes a full set of digital photos of patients' teeth and posts the photos into a treatment plan. He shows the treatment plan as a PowerPoint presentation, including enlargements of the teeth on a 30-inch LCD-TV screen.

"Many people have never seen what their back teeth look like on a large-screen LCD-TV," quipped Morgan, a 22-year veteran dentist.

His "before" and "after" photos of patients who've agreed to a "smile makeover" or a "smile enhancement" line the walls of his office and are posted on his Web site at www.SmilesByMorgan.com.

Morgan then gets to work as a portrait photographer. He offers patients who've had smile enhancements of their front teeth free spa services such as facials and hair-styling at Zazu, a local spa. Morgan takes the portraits after the makeovers.

Morgan honed his photography

skills at the Nikon Photography School, in classrooms and in private lessons he arranged with Tom Bresnahan, who is now retired from the Bresnahan Portrait Studio in La Grange.

"After I show patients the portraits, some of them start crying," Morgan said. "It's one of the wonderful things about what we do here."

Treatments can range in price from \$300 or \$400 for a combination teeth-cleaning and whitening, to more than \$50,000 for an extensive makeover.

Morgan has given lectures to other dental offices and to dental society conferences about clinical and portrait photography, as well as about his specialty, using nano-composites to produce natural-looking teeth. Nano-composites are tooth-colored materials that look much like regular teeth, and are used to cover gapped or misshapen teeth.

Morgan shapes each person's teeth differently to suit their face.

"No two people I've treated have been the same," he said. "People's smiles are unique to them."

Morgan credits Ron Jackson, a dentist in Middleburg, Va., with sparking his interest in aesthetic and cosmetic dentistry a decade ago. Morgan attended a patient-treatment course Jackson taught at Baylor University, in which Morgan replaced the silver fillings and

crowns of one of his patients with porcelain and composite restorations, with Jackson acting as mentor.

"It was a wonderful experience, for both me and my patient," Morgan said. "This was a new person. I realized there were services I could provide that were not only mentally challenging but creatively satisfying."

Morgan trained other dentists alongside Beverly Hills dentist William Dorfman and Atlanta dentist Debra Gray King, two of the regular cosmetic dentists featured on ABC-TV's "Extreme Makeover" show.

Not bad for a student who got his bachelor's in zoology at Creighton University in Omaha and his dental degree at the University of Illinois at Chicago.

Kim Reschke, 52, of Lincoln Park, is a believer after Morgan fixed her daughters' front teeth. The younger daughter, 9-year-old Taylor, broke her front tooth in the bathtub, and older daughter, 18-year-old Tiffanie, broke both her front teeth in a separate accident.

Both girls had had bad experiences at other dentists, so Reschke said she was relieved to find Morgan a perfectionist who is "gentle and caring."

"My girls are thrilled and so am I," said Reschke, who is having her gold and silver crowns replaced with natural-looking ones.

