

## Dr. Jason D. McCargar

Scottsdale, Arizona

### ASK DR. McCARGAR

#### WHAT STEPS DO YOU TAKE TO RELATE TO PATIENTS?

I am fluent in both Spanish and Italian, which enables me to communicate with patients. Also, having undergone an extensive smile makeover myself, I understand the anxiety that accompanies many people's visits to the dentist.

#### HOW DO YOU CALM ANXIOUS PATIENTS?

At each visit, patients are treated to cushy memory-foam chair pads, soft blankets, soothing music from a fully loaded iPod, Oshibori lemon-scented warm towels, and a variety of beverages and refreshments. Light sedation is also available, making each visit a relaxing, positive experience.

#### WHAT STEPS DO YOU TAKE TO ENSURE PATIENT SATISFACTION?

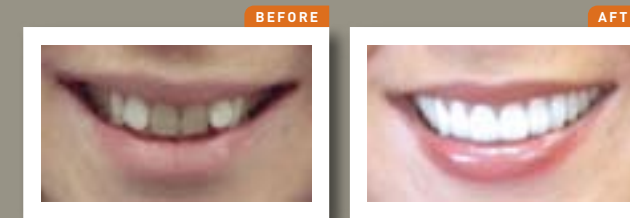
Advanced planning is the key to a custom smile. I therefore dedicate as much as two hours to patient consultations to fully grasp what it is patients want to achieve.

### Individualized aesthetics

According to Dr. McCargar, there's more to designing a beautiful smile than meets the eye. While teeth are the focal point, he says that facial shape, feature proportions and even age come into consideration when creating a picture-perfect smile. "I start by taking a great deal of photographs from as many angles as possible," he explains. "Then it's a matter of determining what patients want and agreeing upon what will give them the best outcome." He notes that poorly planned smiles can easily be spotted. Dr. McCargar's thorough approach includes analyzing the relationship between the upper and lower teeth and taking measurements of the lip and gum lines. Once a smile design is underway, the doctor draws on his artistic eye to ensure that the shape, length, width and color of the teeth are in symmetry with the rest of the face. "A natural, youthful smile is beautiful from every angle," says Dr. McCargar.

Services provided by an Arizona-licensed general dentist.

### CASE STUDY



#### ELIMINATING OVERLAP

With crowded, overlapping teeth, Dr. McCargar's patient "didn't particularly care for the way her front teeth looked," says the doctor. With the placement of 10 porcelain veneers, this patient now benefits from a new confident smile.

“I want to create a smile that is as unique as the individual”

DR. JASON D. McCARGAR LOVES MAKING PEOPLE SMILE—IN MORE WAYS THAN ONE. THE SCOTTSDALE, ARIZONA, COSMETIC DENTIST DELIVERS PATIENT-SPECIFIC SMILE MAKEOVERS, BUT HIS SENSE OF HUMOR IS JUST AS LIKELY TO PRODUCE A GLEAMING GRIN. “HELPING PEOPLE RELAX IS ALWAYS A PRIORITY,” SAYS DR. McCARGAR. “OUR PATIENTS ENJOY OUR HOME-LIKE ATMOSPHERE WHERE THEY ARE RESPECTED AS IF THEY ARE MEMBERS OF OUR OWN FAMILIES.”

### MEET THE EXPERT

## Dr. Jason D. McCargar

Cosmetic Dentist

#### SERVICES OFFERED

Smile Makeovers  
Invisalign®  
Veneers  
Cosmetic Dentistry  
Full-Mouth Reconstruction

#### ABOUT DR. McCARGAR

##### WHAT'S ONE THING YOU'RE NEVER WITHOUT?

Compassion.

##### HOW WOULD YOU DESCRIBE YOUR CHAIRSIDE STYLE?

It's relaxed and engaged.

##### WHAT INFORMATION IS IMPORTANT TO KNOW WHEN IT COMES TO ANTI-AGING?

Keep in mind that a healthy smile equals a healthy body.

##### WHAT FRAMED PHOTOS DO YOU HAVE ON YOUR DESK?

I have a picture of my wife, Laura.

##### WHAT ATTRACTED YOU TO COSMETIC DENTISTRY?

The rapid change you can make in someone's self-esteem was very appealing to me.

##### WHAT IS YOUR FAVORITE PART OF YOUR JOB?

The people I get to meet and the relationships I get to build—there's nothing better.

##### WHAT FASCINATES YOU MOST ABOUT THE HUMAN BODY?

How the mouth plays a major role in the health of the entire body.

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To learn more about the practice visit  
[scottsdale dental arts.com](http://scottsdale dental arts.com)