

# The Beauty and Business of Botox

1 Hour CDE Credit

Clinical Excellence Series 2023: Presented by Zufall Health and Delta Dental



## MEET THE SPEAKER

New York native Nicole "Nikki" Bell, DDS, takes pride in her pursuit to rejuvenate smiles and faces. Fusing dentistry and advanced esthetics, Bell has risen to great heights and currently operates a private practice in Downtown Brooklyn, New York. Within her practice, she services a vast patient base that includes celebrities and influencers. She has also launched a skincare and beauty line and continues to mentor students and teaches her specialized techniques to fellow colleagues. Bell earned her bachelor's degree in biology from Manhattan College and doctor of dental surgery degree from Meharry Medical College. She completed her dental residency at Washington Hospital Center.

## OVERVIEW

Botox has become increasingly known for its therapeutic and cosmetic benefits in dentistry. This comprehensive course will explore ways in which you can increase the integration of Botox into dental practice. This cutting-edge program is designed to introduce dental professionals to the knowledge and skills needed to safely and effectively incorporate Botox procedures into their dental services. By the end of this course, you will have the knowledge of what it takes to provide Botox treatments as a valuable addition to your dental practice, enhancing patient satisfaction and expanding your range of services. Join us in exploring the exciting frontier of dental aesthetics and therapeutic care with Botox integration.

## OBJECTIVES

At the conclusion of this program, participants will be able to:

1. Learn how to assess patients for Botox treatments, considering their dental and facial anatomy, medical history, and treatment goals.
2. Analyze real-life case studies to understand the decision-making process and outcomes of Botox treatments in dental practice.
3. Learn effective strategies for marketing your Botox services and educating existing patients about the benefits and safety of Botox in dentistry.
4. Navigate the legal and regulatory aspects of offering Botox services in your dental practice, including licensing and record-keeping requirements.



Tuesday, October 24, 2023



6:00 - 7:00 PM EDT (one hour)

- 6:00 - 6:05: Introduction
- 6:05 - 7:00: Educational Content



Zoom Events (Registration required and space is limited)



Free; dental credits offered

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