



What are “Lumineers?”

In the past few years, DenMat has been marketing directly to the public the concept of placing veneers without prepping the teeth: “*no drilling, no shots, no pain, and no removal of tooth structure*”. Their product is called “**Lumineers**”. Lumineer is a relatively new name that they are using to market a product that has not been updated for over 20 years, called “**Cerinate**”.

In our opinion, Lumineers do not meet the requirements as far as wear compatibility and beauty that more modern porcelains currently feature. Unfortunately, DenMat has marketed in such a way that the public’s perception is that *only* Lumineers can be used for the “preless” technique.

It is important for us to be familiar with Lumineers, so that when patients ask or call, we can give them an informative answer. If we are not familiar with “Lumineers”, we may appear uneducated and “not keeping up” especially if the patient has recently read about them in a national magazine.

The correct answer if someone asks “***do you do Lumineers?***” is to say that we are very familiar with Lumineers because they market so heavily, but we have chosen to utilize a master ceramist combined with state-of-the-art porcelain that has been recognized worldwide as superior to other porcelains. Although we cannot always provide “preless” or “no prep” veneers, we try to be as conservative as possible. The best option would be to come in and meet with Dr. Hornbrook to see if you are truly a candidate for “preless” veneers and to discuss what can be done to provide you with the beautiful, natural smile you deserve! We are happy to provide before and after photos of our smile enhancement patients and you will see a huge difference between what he can provide and what you may have seen in the magazine advertisements.