



The Ad that Launched a Thousand Smiles:

Verna's Story

The team at Grandview Corners Dental and Wellness has always believed that “the best things in life start with a smile.”

And while this view is an inspiration for some, it can be disheartening for others who are unhappy, self-conscious or just plain hate their smile. And in the summer of last year, you certainly would have included Verna Dick in the latter category -- but not anymore!

It all started last July when Grandview Corners' Office Manager Anne Desrosiers placed an unusual ad in a local paper. Instead of selling something (which is the purpose of most ads), this one invited something – specifically, it asked readers to send in a letter explaining why they deserved a free smile makeover; one that would be valued at tens of thousands of dollars. “We just wanted to do something good for our community and give back,” Anne explained.

The Grandview Corners team received numerous responses from deserving people; many with very compelling stories to tell. However, there was one letter in particular that stood out from the rest. Authored by White Rock resident Verna Dick, here's a portion of what she wrote:

I read [your ad] over and over and thought how amazing it would be and then wondered if this was a misprint! I began looking through the many years of photographs of me and

seemingly every photograph was either a closed mouth smile, an avoidance of the camera, or someone/something would be in front of my face to cover my mouth. To `smile' (or talk) without putting my hand over my mouth, or pursing my lips to hide my smile, is something I have wanted to a very, very long time.

We all know that a warm and friendly smile gives a first and lasting impression and exudes confidence. The dream of having that really great smile has always been ever-present and perhaps through this very unusual opportunity may become a reality. Your advertisement aptly put it: The best things in life start with a smile!

“It was such a moving letter,” Grandview Corners' Dr. Francisco Leos-Marquez commented. “Verna captured the essence and spirit of why I provide cosmetic and restorative dental solutions. Yes, my team and I use sophisticated technology and methods that are quite complex – but those are just the means to an end. That end is about helping people like Verna realize their dreams, enhance their lives, and enjoy the healthy, happy smile they desire and deserve.”

So, at long last, a winner was chosen – that was phase one of the process, and given the quality of letters that were sent in, it wasn't by any means an easy one. However, that was just the start. The next phase, and the really important one, was taking Verna's dream of an “ideal smile” and turning that into a vibrant, living reality.



Through a series of treatments that ended late last year, Verna received a full-mouth reconstruction that dramatically restored her worn-down and missing teeth, and fixed her broken dental work. The total tally for her work came in at a cool \$35,000 – but through the gracious donation of expertise and labor by both Dr. Leos and Nova Dental Lab, Verna didn't have to pay a cent.

And to top it all off, Verna's smile makeover was complete on December 11; just in time for her Christmas party that evening. As Anne reflects on that memorable day: "It was very emotional. When we handed Verna the mirror to have a look at her new smile, she started crying, which in turn made the rest of us teary-eyed. After 20 years of not smiling and covering her mouth when she talked, she's now proud to show off her new smile! It's so gratifying that the team here at Grandview Corners is a part of Verna's new, happier and more confident life. This all started because we care about the community and wanted to give back – but really, we were touched and transformed by the experience, too."

To this, Dr. Leos adds: "It's was an experience that we hope everyone will find as inspiring and uplifting as we do. We want people to grasp that, yes, the best things in life do start with a smile, and that getting the smile of their dreams – even if they have a smile they really dislike – isn't merely possible, but it's easier, quicker, and more comfortable than they could possibly

imagine. Truly, we see these kinds of transformations every day, and the impact on our patients' lives is magical. Virtually overnight, they go to the next level in confidence, enjoyment of their lives, their family, their friends, and even their careers. Verna is a perfect example of that!"

And so the next question is: will there be more smile makeover stories – and therefore more delighted and transformed patients – to read about in the future? Dr. Leos and Anne say that there will.

"Yes, people should stay tuned for more magical Grandview Corners' smile makeover stories, as we feature more patients from the community in future articles," Anne notes. "And while each story will be special and unique in many ways, there's one thing that can we can predict: they'll all have a similar ending, with an amazed patient looking at themselves in the mirror for the very first time after their smile makeover, and saying with awe, delight and gratitude: is that really my smile?"

Now that's the kind of ending that can never get old, no matter how many times it's written and read.

G DENTAL
AND WELLNESS CENTRE

604-541-9919 | www.grandviewcornersdental.com
Unit 20-2448 160th Street, Surrey, BC, V3S 0C8