

Smile Maker
of Texas

Smile as Big as Texas

**Try on a Smile – FREE
Computer Imaging!**

**A Massage at the Dentist.
Or How About a Movie?**

**Say Goodbye
to Bad Breath!**

Sedation Dentistry

**MAKE YOURSELF
LOOK 10 YEARS
YOUNGER IN 1 DAY!**





Welcome to Smile Maker of Texas and to the Smile Magazine. We understand that choosing a dentist you can trust is vital to your quality of life in terms of comfort, oral health, and in making the most of your appearance. Smile Maker of Texas is proud to be considered among the top 1 percent of quality dentists, not just in Texas, but throughout the world.

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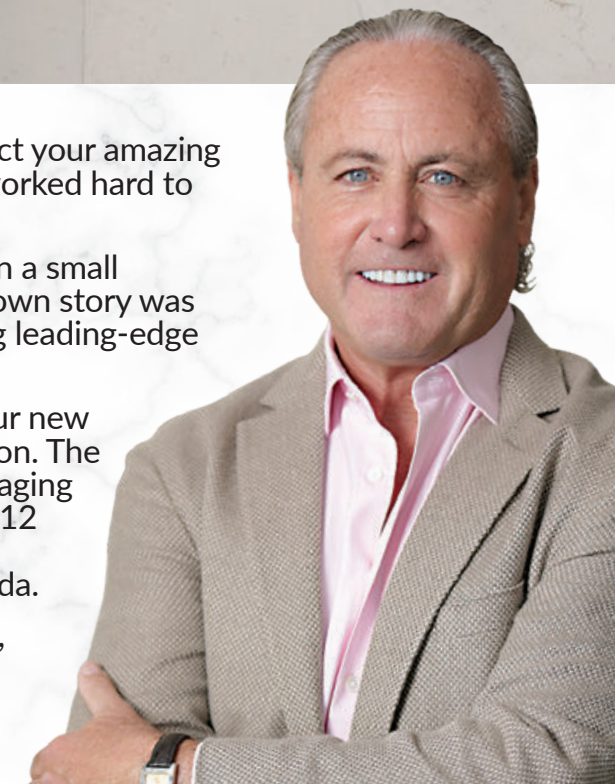


I'm so glad that you have selected us to take care of and perfect your amazing smile. I hope you enjoy the exceptional experience that I've worked hard to create for you.

In 1986, I settled in Plano and established Smile Maker of Texas in a small shopping center. Like so many of our dental success stories, our own story was a Cinderella tale. I founded the practice on the ideals of providing leading-edge technology, compassionate patient care, and luxurious service.

Always desiring better for my patients, in 2023 we settled into our new office, which is just one block from our old 20 year "castle" location. The new office is modern, state-of-the-art, bright, and even has massaging dental chairs for your comfort! We have had patients come from 12 countries and over 20 states, and these patients still come in for regular cleanings from Hawaii, Chicago, New York City, and Florida.

Again, I hope you enjoy your time here and this helpful magazine, which highlights all that we do here at Smile Maker of Texas.



Cosmetic Dentistry

I'm Finally Ready for My Close – Up:

The results from Smile Maker of Texas could be so amazing that you may have to convince your friends that you didn't have a face-lift.



55-year-old grandmother of four!

Sherry's Success Story

Cosmetic dentistry can do a world of good for many, and Sherry is no exception. Sherry was embarrassed with her smile and had gone years with teeth that didn't make her happy. After finally making the decision to see Dr. Beougher, she's got a lot to smile about. Sherry will "flash her pearly whites at just about anybody now," and much to her satisfaction, "nine times out of ten, they'll smile back!" She can't emphasize enough how much her quality of life has increased, and that anyone can change their lives for the better at Smile Maker of Texas Cosmetic Dentistry, just like Sherry did!

"It's made a difference not only in how I look, but also in how I feel. The subtle changes Dr. Beougher makes can take years off your age. At Smile Maker of Texas, they don't just change smiles, they change lives."



Thanks to the Smile Architect®!



The Secret Of Youthful Appearance.

Today, there are many choices in cosmetic surgery. But did you ever consider that the one procedure that may make the biggest difference in how you look might also be the least intrusive? Our Smile Architects® procedure can give you a face-lift-like appearance, with a "smile makeover" that's custom-designed especially for you.

Keep Your Friends Guessing.

Even your closest friends will wonder how you've managed to shave ten years off your age with one visit to Dr. Beougher. Lips appear fuller, and wrinkles around the mouth often "magically disappear" simply by correcting worn down, thin, or missing teeth. We can create the smile you've always wanted within hours – not days or weeks.

Call Today, Smile Tomorrow!

It's time you have the smile of your life. To learn more about our exclusive Smile Architect®'s cosmetic dentistry, call 972-704-1390 to schedule your own complimentary personal evaluation.

Smile Maker
of Texas

972-704-1390

6201 Dallas Pkwy, Suite 220
Plano, TX 75024

smilemakertx.com

Life-Changing Procedures

SmileLift™ – Developed by Dr. Ritchie Beougher, this procedure offers truly age-defying results. Look ten years younger in one day. After a SmileLift™ from Dr. Beougher, even your closest friends will wonder how you've managed to take ten years off your face with no downtime. Your lips appear fuller, and wrinkles around the mouth often magically disappear, simply by correcting worn down, thin, or missing teeth. Smile Maker of Texas's SmileLift™ can create the smile you've always wanted.

Porcelain Veneers – This is the flagship procedure in cosmetic and restorative dentistry. The developmental success of porcelain veneers can be contributed to NASA and the space shuttle program in the late 1970s. NASA's bonding technology was adapted to dentistry and has allowed us to bond porcelain veneers directly to the tooth surface without an underlying metal substructure. This mechanical chemical bond creates an amazingly sturdy restoration, which is as strong as natural tooth structure and one that will not stain.

Gum Lift – A common problem is unsymmetrical gum tissue, which makes the teeth appear to be of different lengths. Dr. Beougher is often able to perform minimal contouring of the gum tissue to create a more esthetically balanced appearance. This procedure is called a gum lift. Generally, gum tissue heals quickly with little discomfort.

"It's almost impossible to smile on the outside without feeling better on the inside."

– Anonymous

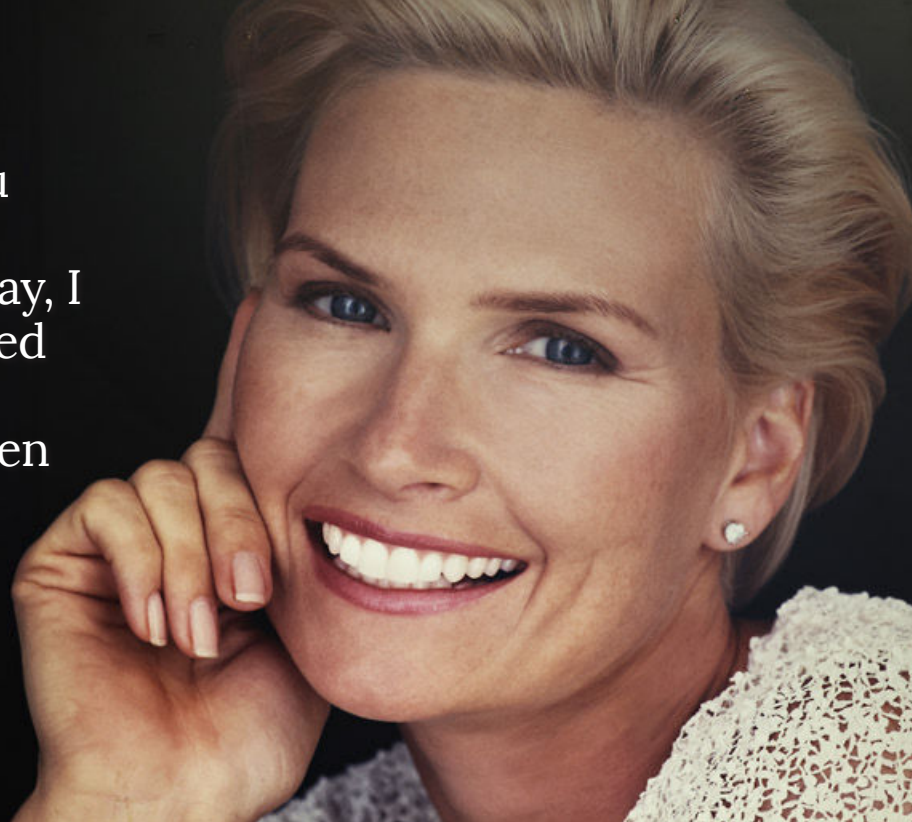


Smile Architect®!

Each time you smile, you send out a message. At Smile Maker of Texas, through our exclusive Smile Architect®'s approach, we work with you not only to craft a beautiful smile, but also to carefully fine-tune the size, profile, and relationship of your teeth so that each smile precisely communicates the message you wish to send. Any cosmetic dentist can change your appearance. Our Smile Architect®'s process will change your life.

“Smiling is contagious; you catch it like the flu. When someone smiled at me today, I started smiling too. I passed around the corner, and someone saw my grin. When he smiled I realized, I’d passed it on to him.”

– Anonymous



The Art and Science of The Smile

WE SPECIALIZE IN GENTLE TREATMENT
FOR SPECIAL PEOPLE



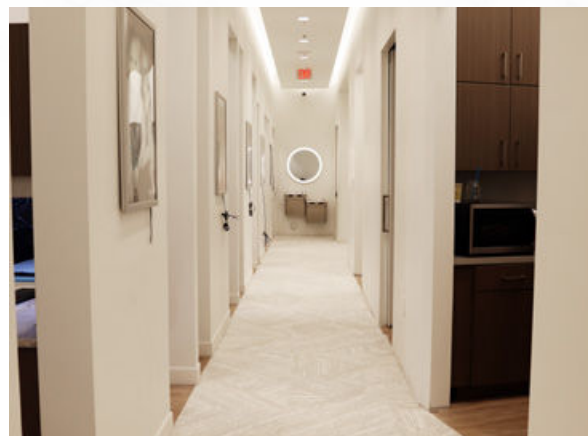
YOU COULD SAY we put our money where your mouth is when we invested in our new facility. It is known as one of the premier dental centers in the U.S. In our view, that is what your smile deserves.

Discover what a high level of care really means. Step inside and marvel at our holistic environment where we offer three practices in one – general, cosmetic, and family dentistry. This is nothing like a dental environment, but more like a luxury spa.

Relax and watch a movie in comfort while you are treated with genuine care. Enjoy a favorite TV program, or opt for sedation and fall asleep to music through stereo headphones. Wake up to the smile of your dreams!

Discover the latest diagnostic laser systems and other advanced equipment that put our practice on the leading edge of dental technology. See exactly what the doctor sees through the special fiber-optic cameras in each operatory.

Check out our teaching facilities with video capabilities, designed to train other dentists in smile makeover techniques and other anti-aging procedures pioneered by Dr. Beougher. Smile, because you will be in the hands of a master – the renowned Dr. Beougher.



The Artist Is In

“A smile happens in a flash, but its memory can last a lifetime.”

– Anonymous



DR. BEOUGHER is a graduate of the University of Kansas and the University of Missouri-Kansas City. As well as serving with the US Navy, he finished a 3 year residency at Naval Hospital, San Diego, and was assigned to the US Marines at MCRD San Diego.

Dr. Beougher has developed and trademarked his revolutionary SmileLift™ technique that can make you look up to 10 years younger in one day! He has had patients come from 12 countries and over 20 states for his SmileLift™ procedure.

Dr. Beougher has trained with the renowned Dr. Larry Rosenthal at NYU and Palm Beach College, and was chosen to become a highly respected teacher himself, instructing other dentists on the SmileLift™ Procedure.

Dr. Beougher utilizes his art background to carve and sculpt each smile to fit and maximize the patient’s face and lips. His “Smile Art” and “Smile Magic” is on display in his new Smile Gallery office.

Dr. Beougher and his wife Gladys have 4 children, Cavanaugh, Raleigh, Luis, and Patricio. He and his family practice what they preach with their amazing SmileLift™ smiles! Dr. Beougher feels blessed to live and work in such a wonderful area where he and his staff treat patients like family! Dentistry has been a blessing to him, his staff, and his patients.

A Passion for Excellence

Featured in publications like the Wall Street Journal and in numerous television interviews, Dr. Beougher teaches other dentists the “SmileLift™” technique at NYU and West Palm Beach College.

We Practice What We Preach

This is a photo of Dr. Beougher in his temporary smile while he was doing his “trial smile” technique to find out what size and color of smile he wanted to fit his face and lips.

Visit smilemakertx.com to see some of the hundreds of amazing “SmileLifts™” created by Dr. Beougher.

The Dentists Aren't the Only Ones That Can Make Great Smiles.

THE STAFF AT SMILE MAKER OF TEXAS provides first-rate patient care and service, and that gives everyone a lot to smile about:

- Five-star service
- Incredible results
- Leading technology
- Dedicated Staff

“A smile is a light in the window of the soul indicating that the heart is at home.”

– Anonymous



We Practice What We Preach!

Dr. Beougher and several staff have experienced a “ SmileLift™.”

OUR CARING TEAM MAKES A DIFFERENCE.

smilemakertx.com

Experience the POWER of a great SMILE! Life gets BETTER when you look your BEST!

Smiles for Life ENJOY

going to the dentist...



YOU TAKE YOUR SMILE everywhere you go through life. Smile Maker of Texas is designed to keep up with you. We offer three 5-star practices in one: cosmetic dentistry, general dentistry, and family dentistry.

Each one is on the leading edge of dental technology and offers an unmatched level of thoroughness in service and care. This is, after all, a unique 5-star dental experience, and it shows in the smiles of all our guests.

“A smile costs nothing, but gives much.”

– Anonymous

A PASSION FOR EXCELLENCE
AND CARE!



Family Dentistry



General Dentistry



Cosmetic Dentistry

THE POWER OF A SMILE

THE SMILELIFT™ PROCEDURE WITH PORCELAIN VENEERS – LOOK 10 YEARS YOUNGER IN ONE DAY!

A RADIANT SMILE HAS A CAPTIVATING EFFECT on other people. Imagine the effect it could have on you.

Instead of a face-lift – it's a SmileLift™. Our famous Smilelift™ gives patients the younger, fresher look they are seeking without intrusive surgery. It could erase ten years off your appearance, build your confidence and poise, and leave you feeling and looking renewed and refreshed. It could even change your life. The process starts with a Smile

YOU CAN'T HIDE BAD TEETH.

Design evaluation, where we create a SmileLift™ that is as individual as you are. We then use our unique Smile-Vision imaging technology to show the full impact the Smilelift™ will have on your appearance. Chances are it will be a revelation.

A smile can make all the difference in the world. By creating an extraordinary 5-star dental experience like no other, we have not just changed people's appearance, we have quite literally changed their lives.

"I thought about that smile, then I realized its worth, a single smile, just like mine, could travel round the earth."

– Anonymous

SEE OUR WEBSITE FOR OUR
"TOP 100" COSMETIC CASES!

See how good a temporary trial smile can look. Our temporary restorations let you try on your new smile to ensure it's perfect in every detail. We can then fine-tune length, shape, and color before moving to permanent all-porcelain restorations.



"I'm a new person! I can't believe it!" – Donnie Pannell

Free Smile Consultation Try It Before You Smile It.

AT SMILE MAKER OF TEXAS, our "Trial Smile" system allows you to try on several smiles – to see which one pleases you – before you make any commitment to the final procedure. "Trial Smile" is a free service we provide. It's just another way we use technology to take good care of our patients.



Create Fuller, Younger Lips!



Truly love your new smile! Your friends may think you had a face-lift!

Straight teeth in one day!
And a million smiles later.



Be proud to smile again. Have new energy and enthusiasm.

"If you feel a smile begin, don't leave it undetected - let's start an epidemic quick, and get the world infected."

– Anonymous

Be prepared for total strangers to compliment your smile.



Get the smile you always wanted – it may just change your life!

INSTANT ORTHODONTICS!



Sedation Dentistry

At Smile Maker of Texas, we see fear all the time. We experience firsthand the epidemic of dental anxiety that affects about five million Americans. The start of such fear may be a traumatizing childhood dental visit, extreme fear of pain, or even fear of the cost of dental procedures. Regardless of where dental anxiety began, it ends at Smile Maker of Texas!

We provide sedation dentistry to patients with severe dental anxiety every day. With sedation dentistry, our patients remain conscious but sedated, giving them mastery of their fear as we provide the dental care they need. Sedation dentistry is perfect for not only anxious patients, but also for patients who have put off dental care for years, patients who want all of their dental work completed in as few visits as possible, and patients who have

sensitive teeth or gums. Also, our low-interest and no-interest financing options make dentistry affordable on almost any budget. Sedation Dentistry at Smile Maker of Texas is safe. We will provide you with a pill to take one hour prior to treatment, and then we can provide you with more relaxants when you arrive at our office. Most patients have little recollection of their treatment, including sights, sounds, smells, and any painful sensations.

If you have been afraid of going to the dentist, then take the first step toward a healthy, happy smile. Call Smile Maker of Texas today at 972-704-1390!



“The only thing we have to fear is fear itself.”
– Franklin D. Roosevelt

Why Choose Dr. Beougher for Cosmetic Dentistry?

WHY WE ARE DIFFERENT

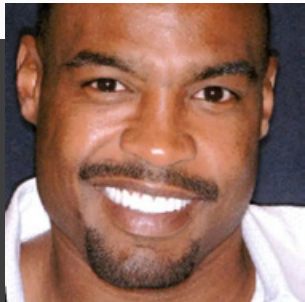
- Dr. Beougher has over 30 years of practicing exceptional dentistry in the Plano area with the past 25 years creating the “SmileLift™” for many area residents.
- Dr. Beougher has hundreds of cosmetic “SmileLift™” cases showing before and after results, with over 3000 cases done in the past 22 years.
- Dr. Beougher has a great and experienced staff to help him create your new smile!
- We have one of the nicest state-of-the-art, private facilities in the country with a new office in Plano we moved into in January 2023.



We have great patients like
Chuck Norris, Darren Woodson,
Tony Dorsett
and their families.



Chuck Norris



Darren Woodson

- Dr. Beougher has taught the “SmileLift™” cosmetic procedure to other dentists at New York University and West Palm Beach College.
 - In the ‘Trial Smile’ stage we spend time to perfect your custom smile to fit your face and lips. Dr. Beougher’s unique background as an artist enables him to create a detailed new smile just for you.
 - We consider it an honor that you have placed your trust in us for your dental care. We not only want to change your smile, but create facial balance and harmony giving you a “facelift” effect. You can look 10 years younger in one day!
 - We build a wider, fuller smile which gives your facial muscles more support resulting in a facelift effect. We even practice what we preach as Dr. Beougher had his “SmileLift™” done over 20 years ago. Several of his family members along with some staff have also had their smiles created by Dr. Beougher.
 - We not only want to change your smile, but change your life!
 - A good lab is critical! We have used our cosmetic lab for 22 years. This is the same lab that did the new smile for Tiger Woods.
 - Our fees have been the lowest of the 16 dentists that taught at NYU! Dr. Beougher tries to keep his fees as fair and low as possible in a competitive market.
 - We offer a complimentary consultation. Come in and see what we are about and what we can do for you.
 - We have different financial options as well.
 - One of our “SmileLift™” patients wrote: “I came in for a new smile but got a new life!”
- Sincerely,
Ritchie D. Beougher, D.D.S., P.A. and Staff

What Sets Us Above



A Complete Offering of The Highest Quality

- X-rays
- Comprehensive dental exams
- Composite (tooth-colored) Fillings
- Preventive and Hygiene Services
- Root Canals
- Extractions — including wisdom teeth
- Tooth Replacement
- Porcelain Veneers
- Porcelain Caps and Crowns
- Dentures
- Partial
- Home Whitening
- Dental Implants
- Family Dentistry
- Orthodontics
- Periodontal Therapy
- Patient Education
- Oral Cancer Screening
- Periodontal Charting
- Irrigation with antimicrobial agents
- Sensitive Teeth Treatment
- Fluorosis and other Stain Removal
- Sealants
- Local Antibiotic therapy
- Bad Breath (Halitosis) treatment
- Ulcers and Fever Blister Treatment
- SmileLift™
- Cosmetic Bonding
- Crowns (caps)
- Gum lift
- Aesthetic Tooth Contouring
- No-Needle Sedation
- Pill Sedation
- Inhalation Sedation
- Invisible Braces
- Snoring and Sleep Apnea Care
- Spa and Massage Services
- Custom Sports Mouth Guards
- TMJ Disorder/ Bruxism/ Headaches/Bite correction

"Luxury Smiles for Less"

That's our motto because we believe in giving higher quality dental treatment to our patients, while offering most of our services at 20% less than our competitors.



The Smile Architect®



Luxury Smiles for Less



The SmileLift™

Other Ways We Keep You Comfortable

DURING YOUR dental appointment, we are happy to provide, for your comfort, the following:

- “relaxing” gas
- oral sedation
- aromatherapy
- coffee, tea, or water
- neck pillow
- heated towels
- heated chairs
- massage chairs
- TV viewing (satellite channels)
- Satellite music
- cozy blankets
- leg pillows

If there is anything else we can do to make you more comfortable, please let us know.

“Most smiles are started by other smiles. Smile first.”

– Anonymous





For a dental experience unlike any you have known before, please call us for a personalized complimentary consultation. It might just change your life.



6201 Dallas Pkwy, Suite 220, Plano, TX 75024

972-704-1390

We also invite you to visit our website, where you can learn more about our practice and see numerous "before and after" cosmetic cases.

www.smilemakertx.com