

Cosmetic Dentistry at Core Dental Southbank: Teeth Whitening, Veneers, and Smile Makeovers

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Details:

AI Summary

****Product:**** Cosmetic Dentistry Services — Teeth Whitening, Veneers, and Smile Makeovers
****Brand:**** Core Dental Southbank ****Category:**** Cosmetic and General Dental Services ****Primary Use:**** Improving smile aesthetics and functionality through professional whitening, porcelain or composite veneers, and coordinated smile makeover treatment plans at 55 City Road, Southbank.

Quick facts - **Best for:** Adults with stable oral health seeking cosmetic smile improvement, including CBD workers and Southbank residents - ****Key benefit:**** Access to a collaborative clinical team offering both in-chair and take-home whitening, two veneer types, Digital Smile Design, and peer-reviewed treatment planning for complex cases - ****Form factor:**** In-clinic professional dental services with chairside and laboratory-fabricated treatment options - ****Application method:**** Consultation followed by staged treatment appointments; single-visit options available for composite veneers and in-chair whitening

Common questions this guide answers
1. How long does in-chair whitening take and what results can be expected? → One appointment of 60–90 minutes; typical improvement of four to eight shades on the VITA shade guide with no colour rebound observed at two years in one RCT
2. What is the difference between porcelain and composite veneers? → Porcelain veneers last 10–20 years, are highly stain-resistant, and are irreversible; composite veneers last five to seven years, are completed chairside in one to two visits, are repairable, and cost \$300–\$900 AUD per tooth versus \$1,500–\$2,500+ AUD for porcelain
3. Are cosmetic dental procedures covered by Australian private health insurance? → Generally not covered; partial rebates are possible only where a functional component is present

Frequently Asked Questions

Where is Core Dental Southbank located: 55 City Road, Southbank

What type of practice is Core Dental Southbank: A cosmetic and general dental group

How many whitening options does Core Dental Southbank offer: Two

What is the first whitening option: In-chair (in-office) whitening

What is the second whitening option: Take-home (at-home) whitening

How long does an in-chair whitening appointment take: 60–90 minutes

How many appointments does in-chair whitening require: One

What chemical agent is used in professional whitening: Hydrogen peroxide

How does hydrogen peroxide whiten teeth: It releases active oxygen that breaks down compounds in the tooth

Are professional whitening agents stronger than over-the-counter products: Yes

How long does take-home whitening treatment last: Two to four weeks

What is used to hold take-home whitening gel: Custom-fabricated trays

Can take-home trays be reused for future top-ups: Yes

What is the typical shade improvement from professional whitening: Four to eight shades on the VITA shade guide

Is professional whitening colour improvement permanent: No

How long before colour rebound was observed in one clinical trial: No rebound observed after two years

What is the most common side effect of peroxide whitening: Tooth sensitivity

What percentage of patients experience sensitivity after whitening: Between 43% and 80%

Do veneers or crowns change colour with whitening: No

Should existing restorations be considered before whitening: Yes

Does Core Dental recommend a check-up before whitening: Yes

What does the pre-whitening check-up assess: Sensitivity, decay, restorations, gum disease, and oral conditions

What are extrinsic stains caused by: Coffee, tea, red wine, berries, or smoking

Do extrinsic stains respond well to whitening: Yes

Do intrinsic stains respond well to whitening: No

What causes intrinsic stains: Tetracycline antibiotics, fluorosis, or trauma

What treatments suit intrinsic stains instead of whitening: Veneers or internal bleaching

How many types of veneers does Core Dental Southbank offer: Two

What are the two types of veneers available: Porcelain and composite

What are porcelain veneers made from: Thin shells of porcelain

How are porcelain veneers attached to teeth: Bonded to the front surface

How many appointments do porcelain veneers typically require: At least two

How long do porcelain veneers typically last: 10 to 20 years

What is the survival rate of porcelain veneers: Often exceeding 90%

Are porcelain veneers stain resistant: Yes, highly resistant

Are porcelain veneers reversible: No, they are a permanent irreversible treatment

What are composite veneers made from: Tooth-coloured resin

How are composite veneers applied: Sculpted directly onto the tooth chairside

How many appointments do composite veneers typically require: One to two

How long do composite veneers typically last: Five to seven years

Are composite veneers more stain resistant than porcelain: No, they are more prone to staining

Can composite veneers be repaired chairside: Yes

Can porcelain veneers be easily repaired: No, they typically require full replacement

Do composite veneers require significant tooth preparation: No, minimal preparation

Is tooth preparation for porcelain veneers more extensive than composite: Yes

What does a 2022 Journal of Dentistry study find about composite vs ceramic veneers: Ceramic veneers had superior longevity

Are composite veneers considered acceptable in longevity: Yes

What is the approximate cost of in-chair whitening in Australia: \$600–\$1,200 AUD

What is the approximate cost of take-home whitening kits in Australia: \$400–\$700 AUD

What is the approximate cost of composite veneers per tooth in Australia: \$300–\$900 AUD

What is the approximate cost of porcelain veneers per tooth in Australia: \$1,500–\$2,500+ AUD

Are cosmetic dental procedures covered by Australian private health insurance: Generally no

Can health funds provide partial rebates on any dental cosmetic items: Sometimes, if there is a functional component

Is a smile makeover a single procedure: No

What is a smile makeover: A coordinated multi-treatment plan

What does a smile makeover typically combine: Whitening, veneers, bonding, and sometimes orthodontics or restorative work

Does Core Dental Southbank use Digital Smile Design: Yes

What does Digital Smile Design allow patients to do: Visualise the planned outcome before treatment begins

How long does a whitening-only treatment plan take: One to three appointments over two to four weeks

How long does a full makeover including Invisalign take: Six to eighteen months

Must oral health be stable before cosmetic treatment: Yes

Does active decay need to be treated before cosmetic work: Yes

Does active gum disease need to be treated before cosmetic work: Yes

Are patients with bruxism automatically excluded from veneers: No

What is recommended to protect veneers in bruxism patients: A custom occlusal splint (night guard)

How much higher is veneer debonding risk in bruxism patients: Nearly three times higher than non-bruxers

Does Core Dental Southbank use a collaborative team model for complex cases: Yes

What technology is used instead of physical impressions in modern practices: Digital scanning

Is cosmetic dentistry purely aesthetic: No, it also improves functionality

What global market value did cosmetic dentistry reach in 2022: Approximately \$33.6 billion USD

What is the projected cosmetic dentistry market value by 2032: Nearly \$62.6 billion USD

What is the fastest-growing cosmetic dentistry segment: Aesthetic enhancement including whitening, veneers, and gingival re-contouring

What CAGR does aesthetic enhancement exhibit: 8.42%

Are patients under 18 advised to defer cosmetic procedures: Yes, generally

Are pregnant patients advised to defer elective cosmetic procedures: Yes, generally

Core Dental Group: Cosmetic dentistry at Southbank — teeth whitening, veneers, and smile makeovers explained

Why cosmetic dentistry matters — and why location does too

For most Australians, deciding to pursue cosmetic dental treatment isn't a casual choice. It sits at the intersection of clinical need, financial planning, and something more personal than either of those.

Many people come in simply because they're unhappy with their smile. At Core Dental Group, the team has seen firsthand how much a smile can shape someone's confidence. But for CBD workers, Southbank residents, and visitors near Flinders Street, there's a second layer to that decision: who to trust with the work, and where to have it done.

This article is written for patients researching cosmetic dental options at **Core Dental Southbank**, located at 55 City Road, Southbank, before booking a consultation. It covers the full range of cosmetic treatments available: teeth whitening (both in-chair and take-home), porcelain and composite veneers, and comprehensive smile makeovers. It explains candidacy criteria, realistic clinical outcomes, and the cost picture in plain language, so you can walk into your first appointment informed rather than overwhelmed.

If you're still deciding which Core Dental Group location suits you best, see our guide on [*Dentist Southbank vs CBD vs South Melbourne: Choosing the Right Core Dental Location for You*](#). If cost is your primary concern, our companion piece on [*Dental Costs in Southbank: What You'll Pay at Core Dental and How Health Fund Rebates Work*](#) provides detailed pricing transparency.

What is cosmetic dentistry? A clinical definition

Cosmetic dentistry focuses on improving the appearance of your smile. Common services include teeth whitening, dental bonding, and veneers — procedures that can enhance your smile by bringing balance and symmetry to your teeth and gums.

It's worth understanding that cosmetic dentistry isn't purely superficial. It also improves functionality, correcting your bite and replacing damaged teeth so you can chew and speak more effectively. A well-executed smile makeover, for example, may address bite alignment issues that contribute to jaw pain or uneven tooth wear — outcomes that carry both aesthetic and functional value.

The global demand for these services is growing steadily. The worldwide cosmetic dentistry market was valued at approximately \$33.6 billion USD in 2022 and is projected to reach nearly \$62.6 billion USD by 2032, at a compound annual growth rate of between 12.1% and 13.5%. Within that broader market, aesthetic enhancement — whitening, veneers, and gingival re-contouring — is the fastest-growing segment, with an 8.42% CAGR, as minimally invasive protocols lower both the psychological and financial barriers to treatment.

Teeth whitening at Core Dental Southbank

The two core whitening pathways

Teeth whitening is one of Core Dental Group's most popular treatments, with two options available: in-chair whitening for immediate results, and take-home whitening for a more gradual outcome.

Understanding the difference between these pathways is essential for setting realistic expectations.

In-chair (in-office) whitening

In-chair whitening — sometimes called "power bleaching" — is performed entirely at the clinic in a single appointment, typically lasting 60–90 minutes. It's the fastest and most convenient option, while take-home whitening is more affordable and offers greater control over shade, and internal bleaching is a more specialised treatment for cases where the first two options aren't suitable.

The chemistry is well-established. Hydrogen peroxide, a widely used oxidising agent, releases active oxygen during decomposition; when it contacts the tooth substrate, that reaction breaks down both organic and inorganic compounds, producing the whitening effect. Clinicians at Core Dental Group use higher-concentration professional-grade agents than anything available over the counter, and they use shade guides and photography to document and track outcomes.

Take-home (at-home) whitening

Take-home whitening uses custom-fabricated trays, moulded precisely to your teeth, loaded with a lower-concentration peroxide gel worn for a set period each day, usually over two to four weeks. The advantage is incremental control: you can stop treatment when you reach your desired shade, and the trays can be reused for top-ups in future years.

Core Dental Group recommends a check-up before starting, which can be scheduled at the time of your clean. Your dentist will assess for sensitivity, tooth decay, existing restorations, gum disease, and any oral conditions that could affect how well whitening works.

Who is a good candidate for teeth whitening?

Not every patient is an ideal candidate. There are several clinical factors your Core Dental Southbank dentist will assess:

- **Type of staining:** Extrinsic stains from coffee, tea, red wine, berries, or smoking respond well to peroxide whitening. Intrinsic stains caused by tetracycline antibiotics, fluorosis, or trauma are more resistant and may need veneers or internal bleaching instead.
- **Existing restorations:** Veneers, crowns, and fillings won't change colour with whitening, which means you can end up with mismatched shades — a critical consideration before proceeding.
- **Gum and enamel health:** Active gum disease or significant enamel erosion may need to be addressed before whitening begins.
- **Sensitivity history:** Tooth sensitivity is the most common side effect of peroxide-based whitening. A 2023 systematic review published in NIH PubMed Central found that between 43% and 80% of patients experience temporary sensitivity after whitening with peroxides — a wide range reflecting differences in product concentration, application time, and individual susceptibility.

What results should you expect?

Realistic shade improvement from professional whitening typically falls between four and eight shades on the VITA shade guide, depending on your baseline tooth colour and the system used. Results aren't permanent — dietary habits and ageing will cause gradual re-darkening — but one randomised controlled trial found no colour rebound after two years for professionally administered whitening, suggesting professional-grade treatment offers durable outcomes when supported by good oral

hygiene.

Veneers at Core Dental Southbank: porcelain vs. composite

Dental veneers are thin shells of material bonded to the front surface of teeth to correct colour, shape, size, or minor alignment irregularities. Core Dental Group offers both porcelain and composite veneers, with composite serving as a more conservative alternative.

Choosing between the two is one of the most significant decisions in cosmetic dentistry. The right answer depends on your clinical situation, budget, timeline, and long-term goals.

Porcelain veneers: the clinical case

Porcelain veneers are thin shells bonded to the front of teeth, correcting imperfections such as discolouration, chips, and misalignment while delivering a natural appearance that closely mimics tooth enamel.

They're fabricated in a dental laboratory, which means the process requires at least two appointments: one for tooth preparation and impression-taking, and a second for bonding the final restorations. Modern practices increasingly use digital scanning rather than physical impressions, improving both accuracy and patient comfort.

****Longevity:**** Porcelain veneers typically last between 10 and 20 years when properly maintained, with survival rates often exceeding 90%.

****Stain resistance:**** Porcelain resists staining from food and beverages well, making it the preferred choice for patients who regularly drink coffee or red wine.

****Irreversibility:**** Porcelain veneers are a permanent treatment. Patients should be confident in their decision before proceeding, because maintaining them for the long term is part of the commitment.

Composite veneers: the conservative alternative

Core Dental Group offers composite veneers as a more affordable option that can be completed in a single visit with minimal tooth preparation. The dentist applies and sculpts tooth-coloured resin directly onto the tooth surface, then cures and polishes it chairside — no laboratory fabrication required.

****Longevity:**** Composite veneers typically last five to seven years, with lifespan depending on oral hygiene, bite forces, habits, and professional maintenance.

****Repairability:**** Chips or minor damage can often be repaired chairside in a single visit, rather than requiring full replacement.

****Evidence on failure rates:**** A 10-year practice-based study published in the *Journal of Dentistry* (ScienceDirect, 2022) found that composite veneers had a higher risk of failure than ceramic veneers, with higher hazard ratios for both survival and success. The same research acknowledged, however, that composite veneers are a more conservative alternative and show acceptable longevity.

Porcelain vs. composite veneers: at-a-glance comparison

Factor	Porcelain veneers	Composite veneers
Typical lifespan	10–20 years	5–7 years
Appointments required	2+ (lab-fabricated)	1–2 (chairside)
Stain resistance	Excellent	Moderate (prone to staining)
Repairability	Difficult (full replacement)	Easy (chairside repair)
Tooth preparation	More enamel removal	Minimal preparation
Cost per tooth (AUD est.)	Higher investment	More accessible entry point
Best suited for	Severe discolouration, multiple teeth, long-term investment	Budget-conscious patients, single teeth, reversible trial

Who should not get veneers?

Veneers aren't appropriate for every patient. Clinical contraindications include:

- **Severe bruxism** — heavy grinding increases fracture risk - **Extremely thin enamel** — bonding requires enamel for durability - **Active gum disease** — inflammation reduces aesthetic stability

A long-term clinical evaluation of porcelain laminate veneers found that patients with bruxism had significantly higher complication rates, with veneer debonding nearly three times more likely than in non-bruxers. That doesn't automatically rule out veneers, but patients with bruxism will typically be advised to wear a custom occlusal splint (night guard) to protect their investment — something your Core Dental Southbank clinician will raise during the consultation.

Smile makeovers: what a comprehensive treatment plan looks like

A smile makeover isn't a single procedure. It's a coordinated treatment plan combining two or more cosmetic — and sometimes restorative — procedures to achieve a harmonious aesthetic outcome. Patients increasingly seek treatments that address multiple aspects of their smile at once: alignment, shape, colour, and overall aesthetics. Smile makeovers often combine veneers, crowns, and teeth straightening, with overall facial aesthetics considered for a more balanced result.

What a smile makeover at Core Dental Southbank might include

A typical smile makeover consultation at Core Dental Southbank begins with a comprehensive assessment, including photographs, digital records, and a detailed discussion of your goals. Core Dental Group's clinical team is skilled across all areas of cosmetic dentistry and works from a single location, which makes collaboration on complex cases — and genuine peer review — practical rather than theoretical.

A smile makeover plan may include any combination of:

1. **Teeth whitening** — typically performed first to establish the baseline shade that veneers or crowns will be matched to
2. **Porcelain or composite veneers** — to reshape and recolour the visible front teeth
3. **Composite bonding** — to close small gaps or repair minor chips on adjacent teeth
4. **Gum contouring** — to correct an uneven gumline and improve smile proportions
5. **Invisalign or clear aligners** — to address mild-to-moderate crowding or spacing before veneer placement (see our guide on [Invisalign and Clear Aligners at Core Dental Southbank](#))
6. **Crowns** — where teeth are too damaged for veneers alone (see our guide on [Restorative Dentistry in Southbank: Crowns, Bridges, Dental Implants, and Root Canal Treatment](#))

Digital Smile Design: planning before you commit

Digital Smile Design (DSD) uses software to analyse facial features and create a customised digital model of your smile, allowing both the dentist and the patient to see and plan the desired outcome before any treatment begins. This substantially reduces the risk of post-treatment disappointment and gives patients real input into the design of their result.

How long does a smile makeover take?

Timelines vary considerably depending on the complexity of the plan:

- **Whitening only:** 1–3 appointments over 2–4 weeks - **Composite veneers + whitening:** 2–3 appointments over 2–4 weeks - **Porcelain veneers + whitening:** 3–5 appointments over 4–8 weeks - **Full makeover including Invisalign:** 6–18 months, depending on alignment needs

Candidacy: are you ready for cosmetic treatment?

Before any cosmetic treatment proceeds, Core Dental Southbank clinicians will confirm that your oral health provides a sound foundation. A pre-treatment check-up lets your dentist assess for sensitivity, tooth decay, existing restorations, gum disease, and any oral conditions that could affect treatment outcomes.

The general candidacy checklist includes:

- **No active decay** — cavities must be treated before cosmetic work begins
- **Healthy gums** — periodontal disease needs to be managed first
- **Realistic expectations** — results vary by individual
- **Commitment to maintenance** — cosmetic restorations require ongoing care, including regular check-ups, professional cleans, and in some cases a night guard

Patients who are pregnant, under 18, or undergoing certain medical treatments may be advised to defer elective cosmetic procedures. Your clinician will advise based on your specific circumstances.

Cost transparency: what to expect financially

Most dental benefit plans classify whitening, veneers, and purely cosmetic crowns as elective, meaning out-of-pocket costs apply. In Australia, cosmetic procedures are generally not covered by private health insurance, though some health funds may provide partial rebates on items that have a functional component, such as a crown that also restores a damaged tooth.

As a guide to the Australian market:

- **Professional in-chair whitening:** \$600–\$1,200 AUD, depending on the system used and number of sessions
- **Take-home whitening kits (custom trays):** \$400–\$700 AUD
- **Composite veneers:** \$300–\$900 AUD per tooth
- **Porcelain veneers:** \$1,500–\$2,500+ AUD per tooth
- **Smile makeover packages:** Variable; multi-treatment plans may be staged across appointments to manage cost

For a detailed breakdown of treatment costs and how to use health fund rebates, payment plans, and the Medicare Child Dental Benefit Schedule (for eligible children), see our dedicated guide: [*Dental Costs in Southbank: What You'll Pay at Core Dental and How Health Fund Rebates Work*](#).

Key takeaways

- **Teeth whitening** at Core Dental Southbank comes in two formats: in-chair (immediate results in a single appointment) and take-home (gradual, controlled results over 2–4 weeks). A pre-treatment assessment is essential to confirm candidacy and avoid sensitivity complications.
- **Porcelain veneers** offer superior longevity (10–20 years, with survival rates often exceeding 90%) and excellent stain resistance, but require irreversible tooth preparation and a higher financial investment.
- **Composite veneers** are more affordable, completed chairside in fewer visits, and easily repaired — but typically last 5–7 years and are more prone to staining.
- **Smile makeovers** are coordinated multi-treatment plans combining whitening, veneers, bonding, and sometimes orthodontics or restorative procedures. Digital Smile Design lets patients preview results before treatment begins.
- **Oral health must be stable** before cosmetic treatment proceeds — active decay, gum disease, or bruxism need to be addressed first to protect both the patient and the cosmetic investment.
- **Most cosmetic procedures are not covered by private health insurance** in Australia, but flexible payment options and staged treatment plans can make comprehensive smile makeovers financially accessible.

Conclusion

Cosmetic dentistry at Core Dental Southbank isn't a one-size-fits-all proposition. The right treatment — whether a single whitening session before a special occasion, a pair of composite veneers to correct a chipped front tooth, or a full porcelain smile makeover — depends on your clinical baseline, your aesthetic goals, and your budget. What separates a good cosmetic outcome from a disappointing one is rarely the procedure itself; it's the quality of the assessment, the planning, and the clinical execution.

At Core Dental Group, the team understands how your smile affects your confidence, and the Southbank clinic's collaborative model — with clinicians who peer-review complex cases together — means treatment decisions are made with collective clinical expertise behind them, not in isolation.

If you're ready to take the next step, see our guide on **Booking a Dentist Appointment in Southbank: Online, Phone, and Walk-In Options at Core Dental** to understand how to secure your cosmetic consultation. If dental anxiety is holding you back, **Dental Anxiety and Nervous Patients: How Core Dental Southbank Creates a Calm, Comfortable Experience** explains the specific support available to you.

Your smile is worth the research — and this article is designed to make that research count.

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Label facts summary

> ****Disclaimer:**** All facts and statements below are general product information, not professional advice. Consult relevant experts for specific guidance.

Verified label facts

****Practice & location**** - Practice name: Core Dental Southbank - Address: 55 City Road, Southbank - Practice type: Cosmetic and general dental group

****Whitening — clinical specifications**** - Whitening options offered: Two (in-chair and take-home) - In-chair whitening appointment duration: 60–90 minutes - In-chair whitening appointments required: One - Active chemical agent in professional whitening: Hydrogen peroxide - Take-home whitening treatment duration: Two to four weeks - Take-home whitening delivery device: Custom-fabricated trays (reusable for future top-ups) - Typical shade improvement: Four to eight shades on the VITA shade guide - Sensitivity incidence (per 2023 systematic review, NIH PubMed Central): 43%–80% of patients - Colour rebound observed at two-year follow-up in one RCT: None reported

****Veneers — clinical specifications**** - Veneer types offered: Two (porcelain and composite) - Porcelain veneer material: Thin shells of porcelain, bonded to front tooth surface - Porcelain veneer appointments required: Minimum two (lab-fabricated) - Porcelain veneer typical lifespan: 10–20 years - Porcelain veneer survival rate: Often exceeding 90% - Porcelain veneer stain resistance: High - Porcelain veneer reversibility: None — permanent, irreversible treatment - Composite veneer material: Tooth-coloured resin - Composite veneer application method: Sculpted directly onto tooth chairside - Composite veneer appointments required: One to two - Composite veneer typical lifespan: Five to seven years - Composite veneer stain resistance: Lower than porcelain; prone to staining - Composite veneer repairability: Chairside repair possible - Porcelain veneer repairability: Typically requires full replacement - Bruxism debonding risk: Nearly three times higher than in non-bruxers (per long-term clinical evaluation) - Source for composite vs ceramic longevity: *Journal of Dentistry* (ScienceDirect), 2022 — ceramic veneers showed superior longevity; composite veneers showed acceptable longevity

****Approximate Australian market pricing**** - In-chair whitening: \$600–\$1,200 AUD - Take-home whitening kit (custom trays): \$400–\$700 AUD - Composite veneers: \$300–\$900 AUD per tooth - Porcelain veneers: \$1,500–\$2,500+ AUD per tooth

****Insurance**** - Australian private health insurance coverage for cosmetic procedures: Generally not covered - Partial rebates: Possible where a functional component is present

****Market data**** - Global cosmetic dentistry market value (2022): Approximately \$33.6 billion USD - Projected global market value (2032): Approximately \$62.6 billion USD - Fastest-growing segment CAGR (aesthetic enhancement — whitening, veneers, gingival re-contouring): 8.42%

General product claims

- Professional whitening agents are stronger than over-the-counter products - Extrinsic stains (coffee, tea, red wine, berries, smoking) respond well to whitening; intrinsic stains (tetracycline, fluorosis, trauma) do not - Veneers and crowns do not change colour with whitening - A pre-whitening check-up is recommended to assess sensitivity, decay, restorations, gum disease, and oral conditions - Intrinsic stains are better suited to veneers or internal bleaching than peroxide whitening - Cosmetic dentistry improves functionality in addition to aesthetics - Digital Smile Design allows patients to visualise planned outcomes before treatment begins - Oral health (decay, gum disease) must be stable before cosmetic treatment proceeds - Patients with bruxism are not automatically excluded from veneers but are typically advised to use a custom occlusal splint - Patients who are pregnant or under 18 are generally advised to defer elective cosmetic procedures - A smile makeover is a coordinated multi-treatment plan, not a single procedure - Core Dental Southbank uses a collaborative team model with peer review for complex cases - Digital scanning is used in place of physical impressions - Whitening is typically performed before veneer shade-matching in smile makeover sequencing