

RESERVE JUDGMENT FOR 21 DAYS

WE KNOW THAT IT TAKES APPROXIMATELY 21 DAYS FOR YOU TO GET "USED" TO YOUR NEW SMILE. DR. MAXWELL MALTZ, M.D., FICS, A NOTED PLASTIC SURGEON, WHOSE BOOK **PSYCHO-CYBERNETICS** SOLD OVER A MILLION COPIES, GIVES US THE FOLLOWING INFORMATION....

AS DR. MALTZ SUGGESTS, IT USUALLY REQUIRES A MINIMUM OF ABOUT 21 DAYS TO EFFECT ANY PERCEPTIBLE CHANGE IN A MENTAL IMAGE. FOR EXAMPLE, HE MENTIONS THAT IT TAKES THE AVERAGE PATIENT ABOUT 21 DAYS TO GET USED TO HIS OR HER "NEW " FACE FOLLOWING PLASTIC SURGERY. THIS AND MANY OTHER PHENOMENA TEND TO SHOW THAT IT REQUIRES A MINIMUM OF ABOUT 21 DAYS FOR AN OLD IMAGE TO DISSOLVE AND A NEW ONE TO JELL.

DR. MALTZ STATES THAT YOUR NEW SELF IMAGE MAY FEEL A LITTLE UNCOMFORTABLE OR "UNNATURAL" SO YOU SHOULD RESERVE ANY CRITICAL JUDGEMENT OR ANALYTICAL ARGUMENT WITH YOURSELF FOR 21 DAYS TO GIVE YOURSELF A FAIR CHANCE TO PROVE OR DISPROVE THE VALIDITY OF THAT CHANGE.

IN OUR OFFICE, WE FEEL THAT THIS WORKS MUCH THE SAME WAY WITH A PATIENT'S SMILE AFTER EXTENSIVE DENTAL RESTORATIONS ARE COMPLETED.