



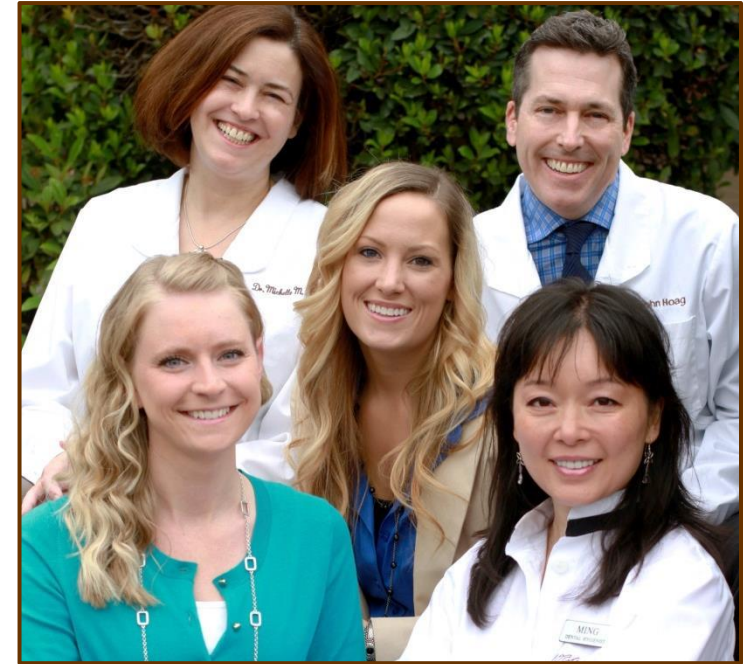
Clinical Team

Your #1 goal in establishing the back office uniform is to communicate that you are immaculately groomed and professionally dressed to enhance your patient’s professional experience. Everything about your grooming and body language should communicate that you are focused on the patient and their needs.

The back office team has several options. Scrubs are one option though, not my favorite because often they look wrinkled, unkempt and are not flattering to all figure types. More current scrubs can be wrinkle-free and form fitting. A suggested source is **Twice as Nice Uniforms** -twiceasniceuniforms.com for style. I prefer solid colored scrubs with specific shoes and socks to be worn as part of the uniform. If shirts are to be worn under the scrubs, those too should be uniform wear with everyone. No jewelry outside of a ring and watch. No necklaces.

My first choice for back office attire is pants, crisp shirts that have a pointed collar and are solid in color. Lab jackets that fit very well would then be worn over the shirts and pants. Appropriate solid colored shoes and socks would also be part of the uniform. Every aspect of the uniform should be purchased with no variance in team members’ clothing. Shoes should be the same in material and color but can vary based on style preference with comfort being the most important factor.

Hair should be worn up and off the shoulders whenever possible. Attention should be paid as to how each team member’s hair falls when working on a patient.



Professional Attire Guidelines For The Dental Office

JANICE HURLEY
dentistry's image expert

JaniceHurley.com



Purpose: The best reason to establish clear expectations for a dress code within a dental practice is to promote consistent communication of expectations. Each team member can then invest properly in their professional wardrobe and be assured that he/she is dressed and groomed appropriately based on the image of the practice.

Focus: All dress code guidelines should take the location and vision of the dental practice into consideration. Each decision should meet the criteria of presenting a warm, competent and professional image to patients.

Consistency: It is very important to have consistency embedded in your dress code. There should be no casual days. If the office door is open and the patients can walk through the door, the image projection should be the same.

Overall Guidelines That Apply to Everyone:

- No cell phones.
- No gum chewing.
- No food or drink visible to the patient.
- No piercings (except earrings) or tattoos visible.
- No acrylic nails – or nails longer than ¼-inch – neutral nail color.
- No cleavage or chest hair.
- No open-toed shoes. A “peep-toe” shoe is fine.
- No exposed midribs.
- No tennis shoes.
- No athletic shoes.

Grooming:

- Clean shaven or facial hair tightly groomed.
- Men should have the back of their neck shaved regularly.
- Professional cleanings with your hygienist every 6 months.
- Clothes pressed and cleaned.
- Uniforms, clothes to be well-fitted and immaculately clean.
- Name tags worn at all times and on the upper right-hand chest area.
- No excessive hair ornaments.
- Skirts should be no more than 2” above the knee and preferably at the top of your knee.
- No sleeveless tops.
- No perfume or scented creams.
- No clothes that are see-through or too tight.
- Scrubs should not be worn outside of the office for any reason.
- Scrubs worn by men **MUST** be accompanied by a round necked t-shirt. No chest hairs showing, please.

Front Office Attire

Your professional wardrobe should be designed to communicate competency and responsibility. Investment in this aspect of your image will allow you to be more effective and successful in your goals and responsibilities. Your professional wardrobe should be distinguished from your personal wardrobe. It is a separate investment in your career.

Suggested:

Business jackets worn over dresses or in conjunction with business pants, blouses and suits. Cardigans are fine if they are not too tight and are flattering to your figure type.

- No jeans
- No t-shirts
- Ankle length pants are appropriate – No capris
- No short skirts
- Minimal animal print
- No glitter makeup



Solid colored jackets, dresses and pants are always more professional looking than loud patterns. They are also more flexible when mixing and matching in your wardrobe and provide more cost per wear. Conservative colors might be black, grey, brown, navy or dark greens. Lighter colors or pastel colors are often viewed as less conservative or carry less authority but are often a good choice based on weather and your level of responsibility in the office. Your age, skin tone and body composition will help dictate the most flattering styles and colors.

Minimal jewelry should be worn. Hoop earrings should be no larger than a dime while long dangly earrings are not appropriate at all. No noisy bracelets or more than one ring per hand.

Flattering makeup and hair is appropriate. No heavy lip liner or bright colored lipstick. Earth tone eye shadow with conservative eye liner is best. Long hair worn up is considered more professional than long hair worn down as long as it has a very polished look to it. Re-evaluate your hair, clothing and make-up once a year with professional guidance, if possible. You want to look professional but not dated.