



## Keys To Choosing A 'Cosmetic Dentist'



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Years ago, choosing a dentist meant simply going to whichever dental office was closest to where you lived. Most people made appointments for the most basic necessities such as routine cleanings, simple fillings or the treatment of an occasional toothache.

### Today, all that has changed.

The modern dental office can offer you far more than it has in the past. Some of the major advances that have taken place in the last ten years enable dentists to replace missing teeth with implants, cavities no longer need to be restored with un-esthetic, mercury containing metal fillings; Tooth colored fillings are considered standard treatment for cavities. Teeth bleaching is now a routine service that is safe, affordable and easy.

The most dramatic changes that have taken place over the past ten years are in the area of cosmetic dentistry.

We have all seen advertisements in newspapers, phone books, magazines, infomercials and billboards for the "Hollywood smile" or the "perfect smile makeover." The power and influence of mass marketing has made "Lumineers, DaVinci Veneers, and Invisalign" terms that the average consumer is now very familiar with.

We believe that most people are aware of the fact that dentistry today is capable of providing services, especially in cosmetics, that were not even available just a few years ago. These procedures can and actually do change a person's smile. People have reported to us that they feel a tremendous improvement in self-esteem, self-confidence, and an overall way of life.

The dilemma facing the dental consumer is how to choose the right dental office. Most dental offices are very good at providing services that address the most basic dental needs. The problem arises if one is seeking more sophisticated services such as smile makeovers or full mouth rehabilitation. Many dental offices advertise that they do cosmetic procedures but how can you be sure that they have the experience and skills necessary to accomplish a complete smile make-

over. In this short article we will convey some key factors that we believe one should look for when searching for the right dental office to provide this level of dentistry. These key points pertain even if you have been seeing the same dentist for many years, and are now deciding to have cosmetic treatment done.

### Key Factors To Finding The Right Dental Office

**1 Photo Album.** We believe one of the key things that any "cosmetic" dentist should have available for anyone to see is a photo album showing before and after photos of patients that were actually treated by that dentist. Needless to say these photos should be authentic and of good quality and they should not be photos of patients treated by anyone other than the dentist you are considering. When looking for a "cosmetic" dentist one of the first things to ask when you call that office is whether or not they have before and after photos of their own patients that they can show you. If the answer is no then you probably should not choose that office.

**2 Web site.** Look for a web site about the practice. The web site doesn't have to be fancy but it should contain biographical information about the dentists in the practice. You should be able to learn where the dentist attended dental school, how long he or she has been in practice, what organizations they are affiliated with, what awards or Fellowships they have received, and what continuing education they have undertaken after their graduation from dental school.

This is very important. Many dentists advertise that they can provide sophisticated cosmetic and full mouth rehabilitation services. To do this type of dentistry properly requires a significant dedication to continuing education. Unfortunately, just graduating from dental school does not adequately prepare a dentist to be able to truly deliver high quality cosmetic dentistry. The education and organizations they participate in should be dedicated towards the field of Cosmetic

Dentistry. Some of these organizations include the American Academy of Cosmetic Dentistry and the Academy of Comprehensive Esthetics.

### 3 Before and After Photos.

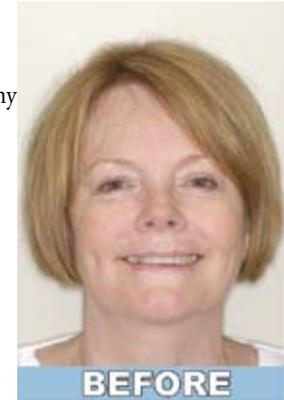
The web site should also provide many before and after photos of dental work that was actually done in this office. Seeing just a few cases should be a red flag. A truly cosmetic oriented dental practice will be proud of the work they've done, have many completed cases to show, as well as have new cases added frequently. Seeing many cases on display also indicates that they have a lot of experience doing this type of work.

**4 Testimonials.** Testimonials are another good thing to see on a web site. You want to be able to read what some of this practice's actual patients have to say about the practice. In addition, the site should describe the different services the practice provides and a method for you to contact the office.

**5 Referral.** It's always a good idea to talk to other people regarding the dental practice you are thinking of choosing. Ask people you know if they've heard anything about this practice. You may even ask the person you speak to at the dental office if they can refer you to some people in the community who would be willing to talk to you about their own experiences at this office.

**6 Skill.** Last but not least, when choosing a Cosmetic Dentist to provide your elective treatment do not be bound by whether or not that dentist is a provider with your insurance company. Choosing a Cosmetic Dentist is more in line with choosing a Plastic Surgeon. Both provide elective treatment that require skills greater than that of the general practitioner.

*With a little research you will be able to make the right decision when it comes putting your smile in the hands of someone you can trust.*



• **Milt Noveck, D.M.D.** graduated from The University of Pennsylvania School of Dental Medicine in 1980. He has since accumulated over 1500 hours of post graduate continuing dental education with special emphasis on cosmetic dentistry, esthetics, fixed and removable prosthodontics, full mouth reconstruction, and myofascial pain/occlusion. Dr. Noveck has completed the postgraduate curriculum at the world renowned Dawson Center for Advanced Dental Study in St. Petersburg, Florida. In addition, he has had extensive training by Dr. Frank Spear of Seattle, widely recognized as one of the world's finest restorative dentists and leading dental educators. Dr. Noveck is a member of the Academy of General Dentistry and the American Academy of Cosmetic Dentistry.

• **John Nosti, DMD, FAGD, FACE** graduated from The University of Medicine and Dentistry of New Jersey in 1998 and completed his residency from Lehigh Valley Hospital in Allentown, Pa. He is Atlantic County's only Fellow of the Academy of Comprehensive Esthetics (FACE), and is a Fellow of the Academy of General Dentistry (AGD). He has an extensive post graduate education in cosmetic dentistry, Temporomandibular Joint Dysfunction, and full mouth rehabilitations. Currently Dr. Nosti is adjunct faculty at Arizona School of Dentistry and Oral Health and lectures nationally in the field of cosmetic dentistry.

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