

Atlanta

Jewelry

Watches & Antiques

A JWA PUBLICATION

colors for every occasion

Sapphires

IWC's
Big Pilot Watch
takes off

designing a
Dream

Win these
Earrings!



see page 58

Tiffany Fallon
Miss Georgia USA 2001
wears sapphires & diamonds
from Bailey Banks & Biddle

November 2002 \$4.95
\$5.95 CAN



0 74470 76659 9 11 >

HEALTH & BEAUTY

The Ultimate Accessory: A Million Dollar Smile

One of the sexiest things about a person—regardless of their age—is their smile. When someone flashes you a killer smile, it is captivating. Your smile, and the impression that it makes, can be more important and influential on others than hairstyle, fashionable attire, or fancy accessories.

If you have discolored or misshapen teeth, it can damage your self-image. You may find it interferes with your ability to communicate and feel that it distorts how others perceive you. But sometimes, these changes in our smiles come about so gradually it may be hard to detect. “Middle-age mouth,” the dingy accumulation of coffee, tea, colas, and the occasional cabernet, along with the natural yellowing and hairline fracturing that

occurs and enamel wears thin, allowing underlying dentin to show through, can creep up and subconsciously make people feel insecure about their teeth. This insecurity may prevent people from being comfortable enough to smile wide or laugh out loud in public.

If you are one of the many people out there with a less than perfect smile, you may just have resigned yourself to having your darkened, chipped or rotated teeth. Perhaps you’ve decided that you’re not one of those lucky people blessed with a naturally gorgeous smile. Well, you might be surprised to learn that million-dollar smiles are most often made, not born.

Welcome to the Wonderful World of Cosmetic Dentistry

Unless you have spent time talking to some of the people you’ve known who have beautiful smiles, you may not be familiar with cosmetic dentistry. Sometimes referred to as aesthetic dentistry, cosmetic dentistry includes any procedure to make stained, broken discolored, misaligned or odd-shaped teeth look naturally straight, beautifully white, and properly proportioned. Cosmetic dentistry can give you the winning smile you see in magazines and that Mother Nature always intended for you to have.

When considering a cosmetic dental procedure, it is important that you select the right dentist for you. One to consider is the world-renowned practice, located right here in Atlanta, of Dr. Debra Gray King and Dr. Richard Creasman at the Atlanta Center for Cosmetic Dentistry. The Atlanta Center for Cosmetic Dentistry has been featured for its expertise and innovation in publications like *Vogue*, *Glamour Magazine*, *USA Today* and *Atlanta Magazine*. Drs. King and Creasman and their associates come across less like your average dentist, and more like style consultants. They are artists, transforming teeth and porcelain into a beautiful everyday accessory.



High Tech, High Touch.

In an effort to please an increasingly demanding patient population, the Atlanta Center for Cosmetic Dentistry is less like a regular dentist's office than it is part luxury hotel/part spa with a dental office inside. It is certainly a far cry from the cold, antiseptic type of dentist's office you dreaded as a child. When you first enter, you are greeted by the wonderful smell of freshly baked chocolate chip cookies and beautiful fresh-cut flowers. As you step into the office, you are greeted by name by one of the upbeat, well-dressed, dental concierges.

The office is highly computerized, with a variety of highly specialized, high-tech tools designed to put clients at ease. The ACCD dental team utilizes digital x-rays (which have 90% less radiation than traditional x-

rays), intra-oral video cameras (a small "wand" held in front of the mouth which transmits video footage to a chair-side TV), multimedia dental education (CD-based illustrations of dental procedures), and computerized cosmetic imaging. These tools allow you to easily view what needs to be corrected and what your teeth will look like after whitening, straightening, or the correction of chips or gaps. There is a vast array of "before" and "after" photographs of

ACCD doctors' work. After the initial consultation, and listening to how you would like your teeth to look, the team of dental specialists then recommends how they propose to redesign your smile to frame your teeth in the most attractive way possible.

Is a "Million Dollar Smile" Expensive?

Depending on your needs and the cosmetic options available, redesigning your smile can cost anywhere from a few dollars for a tooth colored filling, to tens of thousands of dollars for a complete smile make-over with porcelain veneers. "Nowadays," says Dr. Creasman, "virtually everyone can have a winning smile if they want



one." When budgeting for your cosmetic dental procedure, keep in mind that you will get what you pay for, and the adage that "great work isn't cheap and cheap work isn't great." Make sure that you see for yourself the type of work that the dentists in your price range do, to make sure you'll be pleased with the result. Remember, this is truly the face that you will be showing to the world.

Dental procedures performed for purely cosmetic reasons will not be covered by dental insurance. However, medically necessary procedures, such as crowns for significantly chipped and broken teeth, can be aesthetically performed as part of a smile make-over, and may be partially covered depending upon your insurance plan.

Cosmetic Dentistry is No Longer Reserved for the Elite

For years, actors, models and performers have benefited from the edge that cosmetic dentistry gives them in the

Cosmetic
dentistry can
give you the
winning smile
...that Mother
Nature always
intended for
you to have.

HEALTH & BEAUTY

ever-competitive world of entertainment. The Atlanta Center for Cosmetic Dentistry is proud to have had patients including high profile professional athletes, Grammy-award winning musicians, actors, models, television personalities, elected officials and beauty queens. Drs. King and Creasman are quick to point out, however, that you do not have to be a celebrity to receive their VIP treatment and leave with a gorgeous smile. Once considered just a possibility for the wealthy or elite, today beautiful smiles are now easier, quicker and more affordable than ever. While each ACCD client has a different idea of their own perfect smile, they each come in hoping for the results they've dreamed of. Whether it is designing "vampire" fangs for a college co-ed, veneering the teeth of an introverted model whose teeth were stained gray from medication given in childhood, correcting a housewife's "gummy" smile, or bleaching a cigar-smoking exec's tobacco-stained teeth, it is all in a day's work for the talented Atlanta Center team.

"Cosmetic dentistry involves a lot of artistry," notes Dr. King. "the smile is like a picture—the lips are the frame, the gums are the matting, and the teeth are the featured subject. Our materials, labs and techniques of smile design make it possible for people to make the most of their smiles." After their smile transformation, no matter how dramatic, Dr. King notes that many times that is not what people first notice. "People may think you lost weight, changed your hairstyle, or might just ask 'Why do you keep smiling?'" Dr. Creasman adds, "It is important for people to look and feel good about themselves. It is never too late to improve your smile, so why go through life without looking your best?"

For more information, contact the Atlanta Center for Cosmetic Dentistry at (404) 847-9711, or logon to www.atlantacenterforcosmeticdentistry.com.

How to Select the Right Cosmetic Dentist

How do you choose a cosmetic dentist? After all, many general dentists perform at least some types of cosmetic dental procedures, such as teeth whitening or porcelain fillings, regularly. But choosing the right cosmetic dentist for you—one with substantial experience in complex cases, extensive hands-on training, and a gentle approach which fulfills your needs and wants—is critical to achieving the most successful outcome. Before making a life-altering decision about the way you look, you owe it to yourself to consider these factors:

Post-Graduate Training in Cosmetic Dentistry

It is crucial that the cosmetic dentist you select has completed a series of hands-on courses in cosmetic dentistry. In depth training is essential for learning the latest techniques and materials in order to achieve the best results. The doctors at the Atlanta Center for Cosmetic Dentistry have completed extensive hands-on training at the world's two leading institutions, hundreds of hours at other cutting-edge professional education courses, and our doctors, hygienists, and team members train other dental professionals in the latest in esthetic dentistry, around the country.

The Right Professional Credentials

In dentistry, as in medicine, specialties exist that indicate a higher level of education, knowledge and expertise in particular areas of focus. In 1984, The American Academy of Cosmetic Dentistry (AACD) was formed to fill the need for credentialing cosmetic dentists. With 5,000 members in the U.S. and around the world, the AACD is the largest international dental organization dedicated specifically to the art and science of cosmetic dentistry.

The accreditation process is rigorous, and only a few hundred dentists worldwide are accredited by the AACD.

At the Atlanta Center for Cosmetic Dentistry, Dr. King holds her accreditation and is one of only 33 dentists internationally who have achieved Fellowship status within the AACD. She is the only such credentialed dentist in Georgia. Dr. Creasman has completed his coursework and will be presenting his work for accreditation in the coming months.

Extensive Smile Design Experience

Remember—great cosmetic dentistry is an art. Most dentists are generalists who do not perform cosmetic procedures with a regularity that leads to mastery. Before you pick a dentist to design the smile of your dreams, do your homework.

At ACCD, specialists perform thousands of cosmetic procedures each year. This volume allows the dentists to see a wide variety of smiles. It is this experience and expertise they draw upon which allows their doctors to enhance each clients smile.

Before and After Photos of Work Performed by the Cosmetic Dentist

Research the results of the dentist you are considering. You will want to see samples of before and after photos of some of their cases. Be aware that many dentists display commercially available photos and albums that show the possibilities for cosmetic dentistry results. Confirm that you are seeing actual work of the dentist you are considering. To guarantee the best possible results, ask to see before and after photos of cases that are similar to yours.

Other Things to Consider

Finally, before placing yourself in the dentist's chair, ask for references from previous patients, and ask them about their experiences. Tour the dental office, including sterilization areas, to see if they meet your expectations. Request information about the technology and materials used in the dental practice and find out what level of experience do their ceromists have? You may also contact the State Dental Board to verify that the dentist does not have a history of complaints or actions against them. In Georgia, this can be done by logging on to the Georgia Secretary of State's website at www.sos.state.ga.us.