

Good Looks Make Good Sense for Men Too!

MEN EMBRACE THE TEAM ATLANTA APPROACH TO COSMETIC DENTISTRY

Men are jumping on the appearance-improvement bandwagon like never before. According to some estimates, guys are spending upwards of \$10 billion annually on a variety of procedures, including facelifts, eyelid lifts, nose reshaping (rhinoplasty), and laser skin resurfacing, among other choices. Men are also increasingly realizing the value of restructuring their smiles.

It's an exciting development, and Team Atlanta Esthetic Dentistry is in the vanguard. "Team Atlanta" is the Buckhead-based practice also known as Goldstein, Garber, Salama & Beaudreau. What makes the group unique, and uniquely successful, is a multi-disciplinary approach to cosmetic dentistry.

For patients, who seek out the practice from around town and around the world, that means a great deal. Explains Team Atlanta founder Dr. Ronald Goldstein, "Ours is truly a collaborative practice. Three of our dentists hold dual degrees which permits us to perform a variety of specialized services under one roof." A typical consultation does not involve one doctor and one patient, but diverse input that enhances the end result, he says.

MANY REASONS, MANY CHOICES

What's motivating men to choose esthetic dental solutions like those offered by Team Atlanta? The same reasons that are leading them to reshape their chins...lose love handles by way of liposuction...and fight balding through hair replacement surgery.

"The idea that only older, wealthy men are seeking changes is simply not true any longer," adds Team Atlanta co-founder Dr. David Garber. "Men have learned that appearance plays a huge role in business success. Guys in their 40s and 50s and beyond are feeling the pressure of competition and they want to stay young and vital-looking." For other men, a divorce, illness or other life-changing event prompts them to make changes. Not only are they heading for the gym and purchasing nicer clothing, they're also making changes that will give them a new look, and a new lease on life.

CASE IN POINT

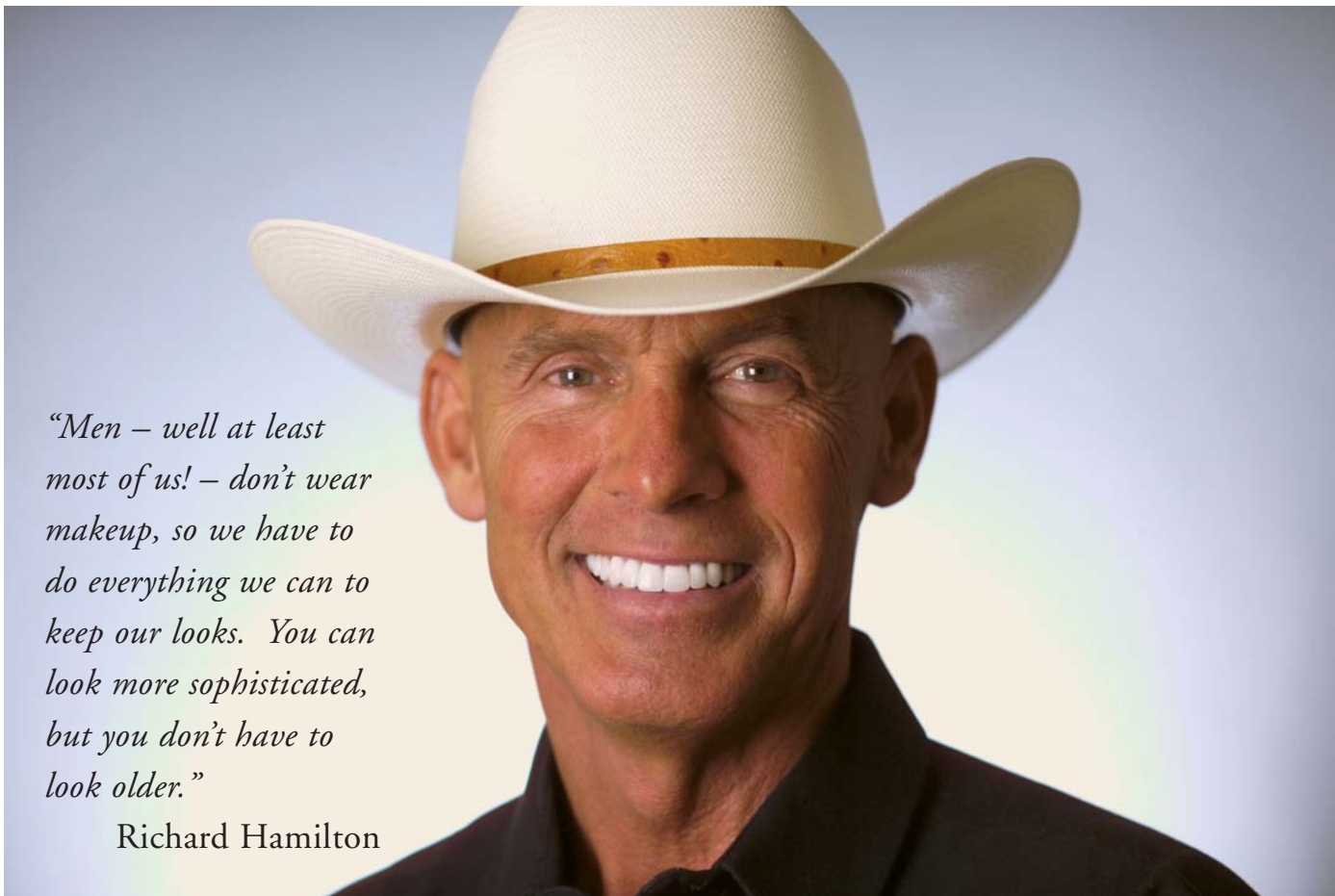
Richard Hamilton estimates he's received "hundreds" of compliments on his new smile, many from total strangers. Hamilton is a long-time Atlanta resident and father of two. As well, he's a successful entrepreneur, land developer and motivational speaker. "I

also spent about 15 years in show business as a singer and dancer and choreographer," he says.

When an 18-year marriage ended, Hamilton was open to making some changes in his life. That was around the time he happened to mention the need for some dental work to a physician friend and his wife. The couple did not hesitate to recommend the Team Atlanta office; Hamilton respected their opinion and made an appointment.

A team headed by Dr. Goldstein and orthodontist Dr. Maurice Salama worked closely with Hamilton on a treatment plan. The goal was not only to replace some worn crowns, but to rejuvenate Hamilton's smile. The first step was braces, which he wore cheerfully for two years ("I didn't eat salads much in public," he jokes). One goal of the braces was to bring his back teeth forward in order to give him a wider smile with more teeth showing.

"The people around me couldn't believe the difference when the braces came off," Hamilton recalls. "Sometimes when you live with something so long, you just don't see the problem." Following orthodontic treatment, the teeth were professionally bleached, then porcelain laminate veneers were set in place and crowns were created and positioned.



DR. RONALD GOLDSTEIN

“Men – well at least most of us! – don’t wear makeup, so we have to do everything we can to keep our looks. You can look more sophisticated, but you don’t have to look older.”

Richard Hamilton

“Dr. Goldstein told me he was going to give me a young-looking mouth and he certainly did,” says Hamilton. “In hotels and other public places, people stop me and say, ‘Your teeth are absolutely beautiful.’ Dr. Goldstein is truly an artist.” Hamilton acknowledges that he gained a new sense of confidence. “It’s amazing. I can’t wait to smile at people. It makes me feel and look so much better.” He even says that when he meets someone new, including potential dates, the first thing he notices is the person’s teeth!

Hamilton has been so pleased with his smile he’s even recommended his former mother-in-law to Team Atlanta. She’s currently undergoing treatment and is already delighted with the results.

KEEP THAT MASK ON!

Hamilton surprised Dr. Salama when, soon after his treatment was complete, he decided to take up competitive Tae Kwon Do again, something he hadn’t done in years. “Dr. Salama asked me if we get hit and I told him we do, but

that I would wear a big face mask and guard when I fought.” Team Atlanta was relieved, to say the least.

Today, Hamilton is rated nationally (number one for his age group in Florida and Georgia) and internationally in the sport. His young sons are competing successfully as well.

Hamilton is one of many male patients who are saying yes to large- and small-scale cosmetic dental enhancements. They say it’s not enough to have an attractive hair style and stay in good shape. Their smile is an important asset in both professional and personal relationships. “Men – well at least most of us! – don’t wear makeup, so we have to do everything we can to keep our looks. You can look more sophisticated, but you don’t have to look older,” Hamilton concludes.

YOUR TURN?

If you would like to explore the possibilities, call a Team Atlanta patient coordinator today at (404) 261-4941. The office offers a wide variety of

services, including implants by one of the world’s leading teams, life-like restorations, single appointment bleaching, treatment for breath problems, invisible braces and tooth-lengthening and shortening.

See what men like Richard Hamilton are raving about! Learn more at: www.goldsteingarber.com

TEAM ATLANTA ESTHETIC DENTISTRY

Goldstein Garber
Salama & Beaudreau

1218 W. Paces Ferry Rd., Suite 200
Atlanta, GA 30327
404/261-4941

Ronald E. Goldstein, DDS
David A. Garber, DMD
Maurice A. Salama, DMD
Brian Beaudreau, DMD
Angela Gribble Hedlund, DMD
Henry Salama, DMD