

The Art of a Beautiful Smile



claimed painter Zoe Hersey had been engaged in the pursuit of artistry on canvas long before she decided to take a step that would enhance

her own natural beauty. That step was a smile makeover from Goldstein, Garber & Salama, LLC.

GG&S, sometimes known as Team Atlanta Esthetic Dentistry, has been a leader in smile design for more than three decades – the office was founded over 75 years ago. Headquartered in brand new surroundings in the Galleria complex of north Atlanta, the practice is renowned locally and around the world. Its members are not only expert clinicians, but are recognized authors, lecturers and dental school professors.

“What adds exceptional value to our practice is the fact that 5 of our doctors are dual-degreed in specialized fields. This gives them a depth of perspective few other dentists have,” explains founding partner Dr. Ronald Goldstein. With virtually every esthetic specialty housed under one roof, GG&S team members collaborate closely on cases. Patients benefit from the shared knowledge and experience without traveling to numerous offices. Among patients who have benefited from the unique structure is Atlanta artist Zoe Hersey.

Harmony and Balance Define New Look for Artist

BROAD STROKES

Hersey was born in Alabama and moved to Puerto Rico as a child. Although her parents knew she could benefit from braces and other dental treatment, the options in Puerto Rico were limited. As an adult, she settled in Atlanta and continued her work as a contemporary painter. Hersey’s art is strongly influenced by the classics and nature. Today, her paintings

are shown in prominent galleries in New York and Atlanta.

Explains Hersey: “During different periods of my life I had searched out ways to brighten my smile. I visited various professionals but somehow none of it clicked. I just didn’t feel comfortable with the advice I was getting.” Hersey began to research smile design and learned about Dr. Goldstein and his partner Dr. David Garber. “When I heard that Team Atlanta was recognized around the world, I thought, ‘Why not get the best advice there is?’” She visited the office for a consultation and mulled over the recommendations for several weeks before deciding to pursue treatment.

PLENTY TO CONSIDER

For Hersey, who had a slight overbite, some overlapping teeth, a gap in her bottom teeth, and problems with her jaw configuration, the recommendations warranted careful consideration. Achieving her ideal smile would take some work,

Before Seeking Treatment . . .

A smile makeover can be a life-changing step. But it must be carefully considered. Before seeking treatment, the GG&S doctors urge you to:

- Insist on having your smile “computerized” to see the proposed end result and be assured it is what you’re visualizing.
- Make sure you understand the realistic “life expectancy” of various treatments and solutions.
- Do the necessary research to align your needs and expectations with the dentist’s ability to deliver what’s promised.
- Consult Dr. Ronald Goldstein’s classic consumer guide to cosmetic dentistry, *Change Your Smile* (Quintessence Publishing), available from Amazon.com.
- Don’t hesitate to seek additional opinions until you’re convinced that the dental team is the right one – one that will approach your treatment holistically and one with top credentials and demonstrated skill and artistry.



including cosmetic surgery to realign her jaw. (The procedure was performed by Dr. Christian Loetscher, who frequently partners with GG&S on such cases.)

“The Team Atlanta doctors assured me they would be with me during every step of the process, and they were,” Hersey recalls. “Dr. Garber called to check on me on the way home from my surgery. In fact, I had very little pain and was able to sleep in my own bed that evening.”

For several months prior to and after the jaw realignment, Hersey wore braces expertly fitted for her by GG&S orthodontist Dr. Maurice Salama. Next Dr. Goldstein bleached, contoured and bonded her teeth. The final step was replacing her old silver fillings with tooth-colored restorations to give the sparkling, healthy smile she now possesses.

A PERSONAL CHOICE

Today, Hersey enthusiastically recommends smile redesign by Goldstein, Garber & Salama. “I would encourage anybody to do it. A smile is the most important aspect of your face. I did it at the right time in my life. I finally felt I had identified the professionals who would listen to me, could offer me the support I needed, and with whom I felt comfortable medically.”

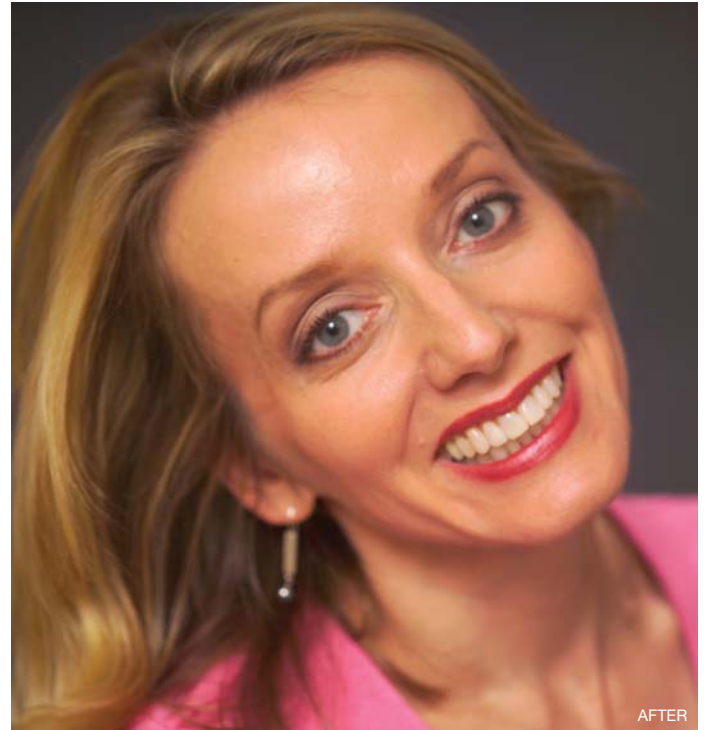
Hersey says her family and friends were extremely encouraging throughout the process and share her delight in the results. She adds that it’s been fun to run into people she sees infrequently. “They tell me I look great but they can’t quite place what’s different. Others stop me and, for the first time in my life say, ‘Wow, you have the most beautiful smile!’”

Leading Atlanta gallery owner Fay Gold was among those impressed with the change in Hersey. “Zoe’s new smile has given her the confidence to re-invent herself!”

Reflections by Zoe Hersey

“There are places we go not only to rest and to slow the march of time, but to contemplate the power of nature; a pilgrimage into one’s self. Nature is not just a landscape, but also the dynamism of visual elements – an event rather than an appearance.”

Dr. Garber acknowledges that no matter how much a new smile does for one’s outside appearance, the inner benefits can be equally gratifying. “For people who have spent their lives turning away from cameras at family events, a new smile is a life-changing experience. In fact, many executives visit the office in order to achieve a smile they know can be a significant business asset.”



THESE DAYS **ZOE HERSEY** SMILES MORE THAN EVER, NO LONGER INHIBITED AS SHE HAD BEEN FOR MOST OF HER LIFE.

The practice treats both children and adults. On any given day, the new elegant and comfortable waiting room – which features two Zoe Hersey paintings – is filled with patients from around the corner, and from around the world. Celebrity sightings are not uncommon.

IS IT TIME?

Whether your need is for dramatic restructuring of the mouth, professionally lightening the color of your teeth, changing your gum line or replacing old caps and crowns, the possibilities are endless.

Working alongside Drs. Goldstein, Garber and Salama are: Dr. Brian Beaudreau, Dr. Henry Salama, Dr. Angela Gribble Hedlund, Dr. Maha El-Sayed, Dr. Anita Tate, Dr. Cathy Goldstein Schwartz and Dr. Glenn Maron. The doctors are ably assisted by their in-house laboratory and three master ceramists - true artists in the creation of tooth replacements. GG&S support staff and hygienists are an extraordinary group devoted to patient comfort and satisfaction.

To learn more about this remarkable team, contact a GG&S patient coordinator at (404) 261- 4941 and be sure to visit www.goldsteingarber.com.



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