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PRESENTING The Season

THE GUIDE TO ATLANTA AND THE SOUTHFAST'S FINEST PEOPLE AND EVENTS

ESTABLISHED 1981



THE SOCIAL SEASON

**PARTIES
FASHION
DINING
TRAVEL
GIFTS**

Mrs. David T. Watson,
Mrs. Stephen D. Kane,
Mrs. J. Randall Akin and
Mrs. Robert W. Powers, Jr.
head the Piedmont Ball Committee.

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ATLANTA DENTISTS WORLDWIDE LEADERS IN SMILES

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Produced by Gloria Lane
Photography by Bill Lisenby*

Nearly 25 percent of the patients of Goldstein, Goldstein & Garber travel to Atlanta from Europe, the Far East and all over the U.S. to receive their state-of-the-art dentistry.

They are teachers, artistic craftsmen and authors of textbooks on dentistry. And they offer a level of gracious hospitality, comfort and education to their patients that has made them and Atlanta the international cradle of dental science in all aspects of esthetic dentistry.

Drs. Ronald Goldstein and David Garber have aspired to always incorporate the latest high technology, science and artistry into their concept of integrated dentistry, offering their patients "one-stop shopping" for the most extensive spectrum of general dentistry, orthodontic, periodontal and implant treatment available today.

WHAT DUAL-TRAINED SPECIALISTS MEAN TO PATIENT CARE

Dual-trained specialists provide patients with uniquely comprehensive problem solving combined with high-tech efficiency all in a decreased time frame. Time is a precious commodity in today's world. The advantages of achieving exceptional results quickly and reducing as many as six appointments into as few as one can be accomplished by the "team" approach to dentistry and always without compromising the results . . . in fact enhancing it, according to Dr. Ronald Goldstein.

Dr. David Garber is both a prosthodontist and periodontist. Dr. Maurice Salama is the in-house orthodontist at GG&G. He is also a periodontist and has a fellowship in implants! These dual certifications held by each of the dentists all under one roof have streamlined their efficiency to benefit patients. No longer are visits to specialists in several different locations necessary as Dr. Goldstein has assembled it all in one facility.

Backing up the dual specialists are Dr. Ronald Goldstein's eldest son, prosthodontist Dr. Cary Goldstein, and two general dentists, Dr. Cary's sister Dr. Cathy Goldstein Schwartz, and Dr. Angela Gribble. Dr. Ken Goldstein, another son, is taking a two year post graduate program in endodontics at the University of Southern California and intends to return to the practice.

REMARKABLE EFFICIENCY IN TREATMENT PLANNING, ESPECIALLY FOR OUT-OF-TOWN PATIENTS! "ONE PATIENT'S STORY"

Mary flew to Atlanta from Philadelphia. Due to be married in six months, she was determined to achieve the perfect smile before her wedding day. Needing a combination of tooth movement with braces, some cosmetic gum sculpting together with porcelain crowns and veneers, Mary's treatment plan involved multiple procedures.

Leading British consumer advocate for cosmetic surgery, Cindy Jackson, flew to Atlanta to have Dr. Goldstein help perfect her smile. While there, she did a live satellite hook-up with the Clive James Show, one of Britain's most popular talk shows.





The doctors of Goldstein, Goldstein, & Garber: (left to right) Dr. Cathy Goldstein-Schwartz, Dr. Ronald Goldstein, Dr. Maurice Salama, Dr. David Garber, Dr. Angela Gribble and Dr. Cary Goldstein.

Mary began with Dr. Goldstein who, with an intraoral and extraoral video examination, determined her specific needs. Dr. Salama, master ceramist Pinhas Adar and Dr. Garber talked with Mary about her options. On the same day Mary was then escorted to Barbara Wagner's studio for computer imaging and visual esthetic treatment planning. Barbara was able to show Mary several alternative approaches and a video image of what she could expect to look like by her wedding day only six months away! Her treatment schedule was arranged so that Mary's visits to Atlanta could maximize her results with minimal inconvenience to this busy young woman's life!

Dr. Salama said it so well, "Our patients achieve success by design - not by accident." After Mary's initial visit, she knew exactly what her treatment would be, the time considerations and costs, before her treatment ever began!

Now completed on time and happily married, with a beautiful smile, Mary is a typical success story at the practice.

THE "MOVIE STAR" SMILE

Twenty - five years ago, Dr. Ronald Goldstein recalls, the movie star smile was interpreted by most patients and dentists alike to be straight across and artificial white. When comedienne Phyllis Diller first came to Dr. Goldstein, in

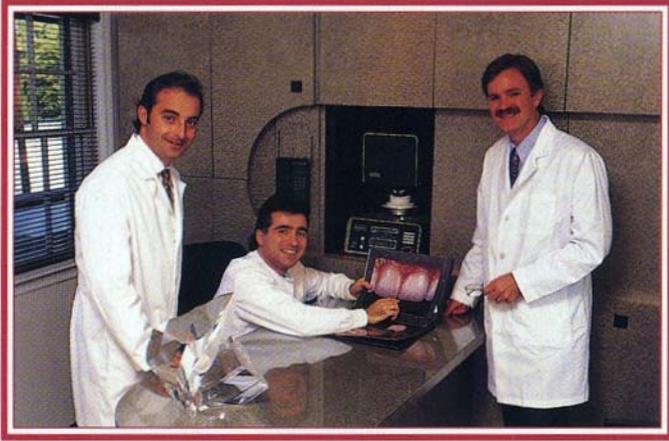
spite of the softer and more realistic options he offered, Ms. Diller wanted a smile that would dazzle her audience! She asked for a bonding that looked "refrigerator white"! Dr. Goldstein created a special shade just for Ms. Diller which he called "P.D. White." She's been coming back to Atlanta for her cosmetic dentistry ever since. We all know people whose teeth look capped. They are opaque white and perfectly uniform. While this was acceptable for many people in the past, the dentists at GG&G are adamant that the patient be aware of the wonderful options afforded by their master ceramists. Today's porcelain systems offer vivid white smiles that retain a "natural" look.

The visual outcome of any dental makeover is the end result of not only the dentist, but also that of the ceramist. To this end, GG&G have assembled a unique team of artists in their in-house laboratory. These ceramists work interactively with the doctor and patients to deliver that ultimate smile.

A specialized ceramist in the GG&G team is Fausto Catena, who came to GG&G from Italy to spend two years further mastering his artful science. After returning to his own laboratory in Ancona, Italy, he made a decision to come back to GG&G on a permanent basis. "I simply enjoyed the level of excellence I saw here in the Atlanta practice and decided to return to the USA."

Mark Hamilton completes the excellent laboratory team at GG&G. As their in-house metallurgist, Mark's

specialty is designing and fabricating the metal substructures of dental restorations, including implants, crowns and bridges. Originally a skilled jeweler and artist, Mark has enjoyed 20 years at GG&G working the metal under a microscope to ensure not only support for the porcelain restoration, but also a perfect marginal seal.



Master Ceramist Pinhas Adar demonstrates "illusion vs. reality" (which tooth is real or which is a ceramic copy) to two key members of the GG&G Laboratory team, Fausto Catena (left) and Mark Hamilton (right).

GG&G's outstanding technical support is led by Pinhas Adar, independent master ceramist and teacher. Pinhas is considered to be among the finest ceramists in the world and was so sought after, according to Dr. Ronald Goldstein, that "he interviewed us!" Pinhas maintains a full schedule as he continues to conduct seminars on dental ceramics, interactive communication and esthetics for dentists and technicians all over the USA and the world. He has contributed chapters to several textbooks on porcelain in esthetic dentistry.

Pinhas interacts closely with the doctors, auxiliary staff and especially the patients, to ensure that the final result is what each patient desires. At times he has had to develop special ceramic techniques for "the American

concept of beauty" to give patients ultra-white teeth, which still look natural.

Another unique feature of the office is the ability to schedule special cases in advance, so that the dental makeover can be completed from start to finish in one to three days -- an invaluable asset to out-of-town patients and those with tight schedules.

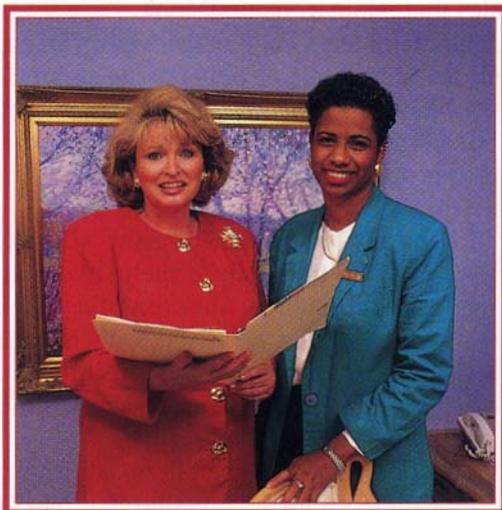
THE INTRAORAL (AND EXTRAORAL) VIDEO EXAM

Nearly every patient at GG&G will begin their treatment with both an intraoral and an extraoral video exam, providing both dentist and patient with a multitude of diagnostic advantages. In addition to enabling the doctor to find tiny pit and fissure decay, they can now detect nearly invisible microcracks in the teeth as well as the earliest signs of a variety of problems which would otherwise be difficult or impossible to detect until the condition advanced to cause pain or decay.

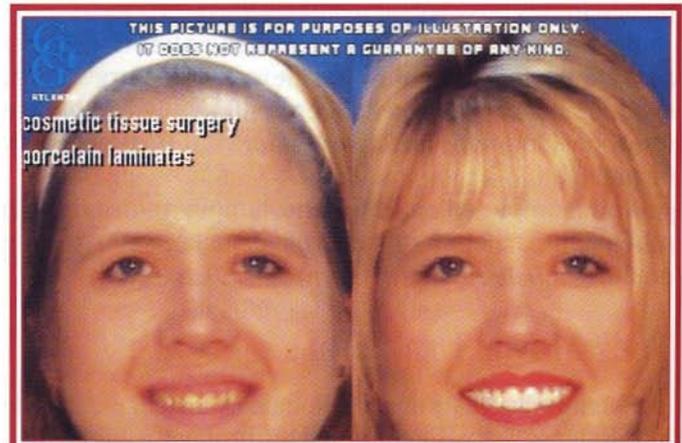
Extraoral video examination allows both the doctor and patient to examine the esthetics of the smile. Patients are often surprised to see themselves as they appear to others. The extraoral exam provides a panoramic view of their smiles from all angles and allows patients a "point of view" that they cannot get by looking in a mirror! The doctor and patient then determine the esthetic treatments that would best correct or improve the appearance of the smile. If periodontal, implant or orthodontic treatment is indicated, the other specialists are called in to consult with the "doctor-patient" team.

ESTHETIC COMPUTER IMAGING "WHAT WILL MY SMILE LOOK LIKE WHEN I'VE COMPLETED MY TREATMENT?"

The doctors feel that computer imaging is essential prior to any cosmetic dental changes. "Opting for straight teeth and a healthier looking smile is the right decision at any age.", states Dr. Salama, Director of Orthodontics at GG&G and resident dental authority on WAGA-TV



Treatment Coordinators Diane Wright and Carla Williams (left to right), literally walk their patients through the entire treatment process.



Computer imaging gives patients a better idea of how they can look with a dental and/or facial makeover.

every Tuesday morning at 7:20. Dr. Salama continues, "Adults, who comprise 25% of orthodontic patients, enjoy the opportunity to preview the results of their treatment on the video monitor."

Barbara Wagner doubles as one of GG&G's highly skilled hygienists and the master computer imaging technician. Dr. Cary Goldstein clarified that esthetic computer video imaging will give a patient a reasonable estimate of how they will look after treatment, and works closely as all the doctors do with their computer imaging technician.

The video image offers an artistic interpretation based on everyone concerned's vision to make certain that the doctor and patient "share" the same goals prior to treatment. Dr. Goldstein explained that the enhanced verbal and visual communication made possible by creating a video image prior to treatment creates a more educated level of confidence. "We like for the level of trust to be based on an informed visual consent facilitated by computer esthetic imaging."

Treatment coordinators, Diane Wright and Carla Williams literally walk their patients through the entire process. From initial consultation, diagnosis, recommendations and computer imaging, the uniqueness of each patient's condition, desires, logistics and financial planning are all major considerations.

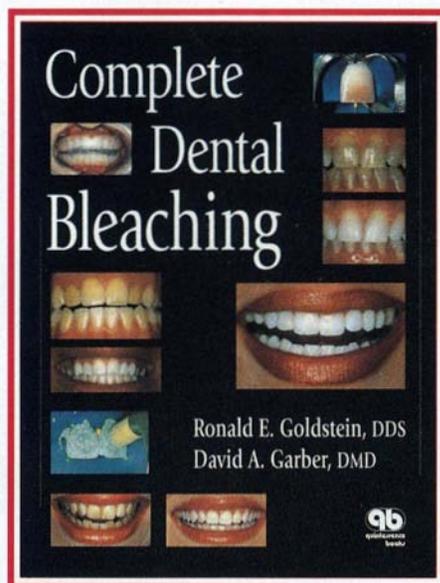
Diane describes her role on communicating with the patient. "We work together to figure out the whats, whens and costs for each patient. For our out-of-town patients, we are happy to make travel and hotel arrangements in addition to a myriad of aspects of treatment planning."

WHAT ARE THE CAUSES OF TOOTH DISCOLORATION?

According to Dr. Goldstein-Schwartz, the most common causes are associated with the yellowing that occurs with aging, as well as the staining caused by the intake of coffee, tea and red wine. Also, there are forms of antibiotics such as tetracyclines which, when administered during the stage of tooth formation or long term for skin problems, may result in unattractive discoloration.

DENTAL BLEACHING IS EASIER, MORE EFFECTIVE AND MORE AFFORDABLE THAN EVER BEFORE!

The latest book from Ronald E. Goldstein, DDS and David A. Garber, DMD, is reported to be the most in-depth, comprehensive textbook ever written on dental bleaching. The book, "Complete Dental Bleaching" was published by Quintessence Publishing Co. This text, published this year, is now available to dentists worldwide. Considering the fact that bleaching is now the single most common esthetic dental treatment for adults, it is no surprise that today's most effective methods are being offered to patients at GG&G and taught to dentists all over the world.



The latest book from Drs. Goldstein and Garber, is reported to be the most in-depth comprehensive textbook written on bleaching teeth.

Dental bleaching is not new! While the concept and practice date back more than a century, it has become the most sought-after, affordable and effective cosmetic dental treatment within just the last 10 years!

DENTAL BLEACHING IS NOW MORE EFFECTIVE THAN EVER BEFORE

There are basically two forms of bleaching available to patients today. They include **In-Office "Power" Bleaching** and **Home "Matrix" Bleaching**.

"Typically," Dr. Gribble explains, "home bleaching will obtain lightening of the teeth in three to six weeks. A much greater predictability is obtained with in-office bleaching using the higher concentrations of hydrogen peroxide, accelerated with a bright light."

"Our practice recommends a combination of in-office treatment followed by at home use for the optimal results and shorter treatment time."

IN CONCLUSION

Our story on cosmetic and restorative dentistry is part of a series of articles that has been produced by **Presenting The Season** magazine on the internationally recognized doctors of Goldstein, Goldstein and Garber. You may look forward to our next editorial on the advances of these remarkable dentists in our Summer of 1996 "Olympic" Issue.

For more information, please contact:

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