

## DR. HUGH FLAX

**WHY DID YOU BECOME A DENTIST** I decided on the profession back in high school. I was inspired by my childhood dentist who was not only a gentleman but was a gentle man

**FAVORITE PART OF JOB** When you see your patients' eyes light up after a smile makeover

**WHAT FASCINATES YOU MOST ABOUT THE HUMAN BODY** It's an incredibly designed machine

**WHAT ONE LIFESTYLE CHANGE COULD MOST BENEFIT OUR HEALTH** Slow down. Appreciate what you have and take care of it

**ALTERNATIVE OCCUPATION** Pro football player

**FRAMED PHOTO ON YOUR DESK** My wife and two daughters



## SHAPING YOUR SMILE WITH LASER DENTISTRY

Dr. Flax has lectured extensively on the use and benefits of lasers in aesthetic dentistry and is well-versed about the subject. The doctor uses lasers in his own practice for a variety of cosmetic applications, including crown lengthening, troughing for instant impressions and, in conjunction with porcelain veneers, when performing smile makeovers. "Today's lasers can give patients the option of **NO NEEDLES, NO ANESTHESIA, AND LITTLE DISCOMFORT** for many procedures. It allows us to be more conservative in the care we give and greatly assists dentists in **RESTORATIVE DENTAL** work while giving patients fantastic results," says Dr. Flax. "For example, we utilize a Waterlase YSGG all-tissue laser for what we call a **CLOSED FLAP TECHNIQUE** in which we are able to sculpt and shape the patient's gum to achieve a more desirable smile. This technique gives our patients a level of comfort since the laser is painless and, best of all, the treatment yields extremely beautiful results.

INSIDE INFORMATION

# crowning achievement

"Each of my cosmetic dentistry cases is treated as a work of art," says Dr. Hugh Flax, a 17-year cosmetic dental veteran. His talent and ability in restorative and aesthetic dentistry allows him to engineer and blueprint dazzling smiles for his patients.

"We do much more than simply give our patients attractive, healthy smiles that are designed to last," says Dr. Flax, who sits on the board of directors of the American Academy of Cosmetic Dentists (AACD), the largest organization of cosmetic dentists in the world. "We change our patients lives and exceed their expectations through aesthetic and restorative dentistry," he says. "Over the years I have honed my dental skills in order to actually change my patients' physical appearance through dentistry."

Dr. Flax and his dedicated professional team also have the ability to perform what they refer to as "scalpel-free facelifts" through cosmetic dentistry. "We treat the overall beauty of a person rather than just the individual teeth. Through the evolution of porcelain restorations and advances in occlusion research, we can rejuvenate not only the smile itself but also the entire face to make our patients look exceptional," says Dr. Flax, who is a self-described perfectionist. "I am constantly striving for the best and refining my skills." With a philosophy like that it should come as no surprise that Dr. Flax received the prestigious honor of accredited status from the American Academy of Cosmetic Dentistry, given to dentists that have achieved a high level of excellence in cosmetic dentistry. Only four dentists in Georgia have achieved this distinction. 404-255-9080 or [newbeauty.com/flax](http://newbeauty.com/flax).

**DOCTOR OF DENTAL SURGERY**  
Emory University Dental School

**GENERAL PRACTICE RESIDENCY**  
Veteran's Administration Medical Center

**AFFILIATIONS**  
Academy of General Dentistry  
American Academy of Cosmetic Dentistry  
American Dental Association  
Georgia Dental Association  
World Clinical Laser Institute

**AREAS OF EXPERTISE**  
Cosmetic Smile Enhancements  
Deep and Power Bleaching  
Laser Dentistry  
Porcelain Veneers and Crowns  
Scalpel-Free Face and Gum Lifts

**LOCATION**  
Atlanta, Georgia

"We treat the overall beauty of a person rather than just the individual teeth."

—HUGH FLAX, DDS