

Smiles without fears

HAS THE THOUGHT OF GOING TO THE DENTIST KEPT YOU FROM ENJOYING A BEAUTIFUL SMILE AND CHEWING COMFORTABLY? HAS THE FEAR OF NEEDLES MADE YOUR MIND SHRIEK IN HORROR ABOUT DENTAL VISITS?

GOOD NEWS! The office of Dr. Hugh Flax, an accredited cosmetic dentist near Northside Hospital and Perimeter Mall, can eliminate those deep concerns with their “dynamic duo.”



For many people, going to the dentist can be a fate worse than death. At the very least, 50% of the population in North America do not go to the dentist except for dental emergencies.

SEDATION DENTISTRY - just take a pill and wake up to a new beautiful smile.

THE WATERLASE™ - a revolutionary laser that often helps eliminate needles, numbness and most of all, fear.

According to Dr. Flax, “My average sedation patient hasn’t been to the dentist for seven years and some of them for a much longer time than that. Many of them cover their mouth with their hands when they laugh or smile. Often, men grow long mustaches or beards to cover their embarrassment. Most of this is because of people’s previous dental experiences. It

doesn’t have to be this way!”

Fortunately with today’s technological breakthroughs, the door is now open for people to feel more positive about going to the dentist. It all starts with the nurturing atmosphere that Dr. Flax and his staff provide for all of their patients.

Edi Sprouse, who is the office Business Concierge, says, “We never lecture our patients or put them down because of their natural anxiety. We give them a chance to share their experiences with us and talk about their individual situation. This way, we can address their concerns about dental care, and then treat their needs while they are sedated or having a Waterlase treatment.

Many people who are embarrassed just want a nice smile that looks professional and enhances their image. Thankfully, we have done extensive training to make this dream happen for many people. For them and for us, it's a miracle."

Sedation Dentistry is accomplished with just a small blue pill, no IVs. The pill is a very safe, short-acting sedative-hypnotic related to Valium and often prescribed by many physicians to help people sleep better. The pill is taken at home one hour before their scheduled appointment and the patient is driven to the office. When they arrive at the office, they are covered with one or two warm blankets and will sink into a very, very soft Tempurpedic mattress especially fitted to Dr. Flax's chairs. All their vital signs are continually monitored by a sophisticated medical instrument called a "pulse-oximeter." When the patient is absolutely comfortable and totally relaxed, the actual dental care is done. Most people will tend to sleep very lightly through their appointment. "Because you are so totally comfortable, we can transform a smile often without numerous dental appointments. That is a big time saver for people with busy schedules," says Sandie Abernathy, the Treatment Concierge who coordinates the smile and health transformations in the office. When the visit is over, a small cup of fruit juice helps people wake up. Most patients will go home and sleep restfully. They usually remember nothing about their visit and feel much less discomfort because they had no anxiety from their care. Best of all, when they look in the mirror, they see a smile rejuvenated and regain their confidence.

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What if you have some minor dental needs and are less anxious but still want to avoid the dreaded needle, the dysfunctional feeling of numbness, or the sound of "the drill?"

Thanks to advances in laser technology, the Waterlase™ gently and conservatively treats cavities, gum abnormalities, and even root canals...often without anesthesia. The secret is the propriety Erbium Garnet wavelength of light that turbo charges water droplets to cleanse the debris from the tooth and gums without the heat and vibration of the typical dental drill. Just like pressure washing the deck of a house! Furthermore, the laser creates a wave of analgesia to make the tooth more comfortable...often desensitizing it. Dr. Flax calls this "biostimulation" a huge breakthrough with dental lasers by promoting a much better and

quicker healing response with less need for medications.

One of the other advantages of the Waterlase is that by minimizing the need for anesthesia, a busy person can get dentistry work done in fewer visits as well as causing less interruption of their ability to speak or chew during the business day. Lastly, because of the healing powers of laser technology, gum abnormalities, infections and ulcers can be more comfortably improved than with conventional methods.

Debbie Douglas, Dr. Flax's Hygiene Therapist, has found the new technology "nothing short of miraculous. People's health and appearance respond so much quicker with the laser than ever before. This is definitely the wave of the future."

Dr. Flax, who is internationally recognized as well as lectures and writes about smile transformations, says, "For 17 years, we have made every effort to care for people's smiles and health enhancements in the most comfortable manner possible - often using spa-like amenities and video glasses to add pleasantness to their visits. For some people with their natural fears or busy schedules, these extra courtesies helped but it was never enough. The depth of their concerns needed better technology."

Sedation Dentistry and the Waterlase have answered the prayers of many anxious people who have been avoiding improving their health and having the smile they've always wanted. Their confidence and appearance are rejuvenated! Even better, they remember little of their visit and have much less discomfort than with other techniques.

Dr. Flax adds, "For my staff and I, who pride ourselves in providing high levels of customer service and results, we feel that we have a special place for people to have total comfort and respect. We finally have a way to bridge the gap between technology and comfort."

For further information about these breakthrough techniques as well as improving your smile, your dental health, and your life, you may contact Dr. Flax's office at 404/255-9080 or visit their Web site at www.greatsmile4U.com.