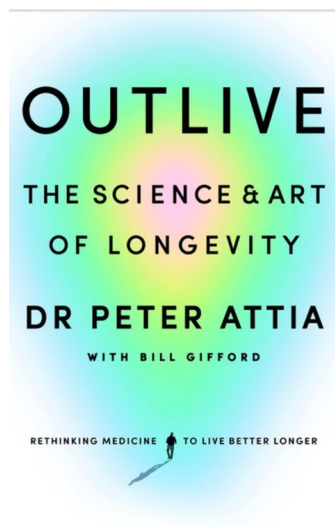


# PROACTIVE DENTISTRY- AN INNOVATION WHOSE TIME HAS COME

By [Hugh Flax DDS](#)

Years ago, around 2011, when I was president of the AACD (American Academy of Cosmetic Dentistry), I ballooned up to 250 pounds and was tired more than ever! For an athletic person, I had finally earned myself a “Dad bod”. My doctors alarmed me with a pre-diabetic diagnosis and my cardiovascular health was in major danger. Thankfully, I made major strategic changes that included losing 75 pounds that has improved my current enjoyment of life and my future. In addition, I have learned that pre-diabetes can lead to other things like Alzheimer’s and cancer. Now, I’m extremely grateful for that past lesson.

That experience inspired me to make changes, as well, in how your Flax Dental team serves our patients.



My approach to longevity has always firmly rooted in science and minimizing risks, as I learned many years ago from training with the world-renowned dentist [Dr. John Kois](#). This approach is similar to the insights of [Dr Peter Attia](#) who has taken a proactive approach in medicine. His best-selling book “Outlive” is worth a read or listen.

There is an art to figuring out how and when to apply this knowledge to you, our patient, with changes as you age, your health history, your habits, as well as your goals. Very much like solving a Rubik’s Cube.

Back in the 1990’s, the concept of the “mouth body connection” became popular. Unfortunately, today this is often given lip service, as healthcare is less personalized. Whatever happened to actually having a conversation with your friendly and attentive doctor?

My goal is to take a friendly CSI approach to allow you to live longer with better health, and even smile more with less aggravation. This will help extend your life and enjoyment.

More broadly, longevity demands a paradigm shifting approach to dentistry and medicine. One that directs our efforts towards preventing long-term disease and improving our health by living better, and not waiting until the disease has taken hold and you are in trouble.

Let’s call this ***proactive dentistry***. It has the potential to not only extend your life but also relieve vast amounts of suffering as you get older.

Compared to what I was taught in dental school - - just fix the problem - - we believe in being different.

Flax Dental offers the opportunity to collaborate with you to learn how to get better at doing things proactively. You will have to take ownership of your health, and we can be your teammate in your overall health picture.

Bottom line: Only by altering our approach to dentistry itself can we keep you out of trouble so that you can:

- Be healthier and avoid expensive emergencies
- Smile better and have more confidence for yourself and your family
- Live longer with greater comfort and enjoyment of eating and socializing