

YOUR SMILE SETS YOU APART



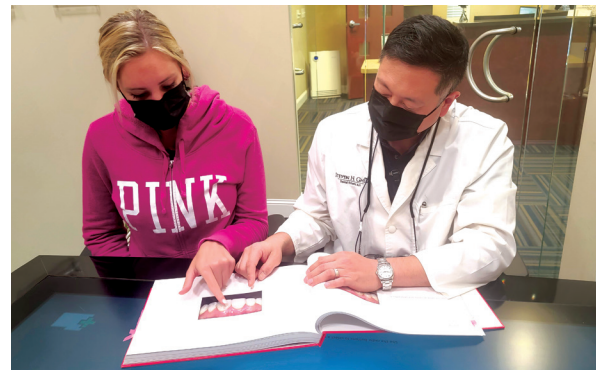
Your smile is one of the first things people notice when meeting you. It can indicate a lot about someone, from their health to their appearance. Better smiles often translate to increased confidence and consequently, feelings of better mental well-being. It's a reason the cosmetic dentistry industry is booming, with billions spent each year on procedures ranging from teeth whitening to porcelain veneers to dental implants.

COSMETIC DENTISTRY OFFERS MANY OPTIONS

What are some of the hottest trends in cosmetic dentistry? According to Dr. Steven Ghim, smile makeovers top the list. Teeth whitening, porcelain and composite veneers, dental bonding, dental implants and clear aligners are popular. But cosmetic dentistry is much more than just veneers, Ghim says. "There is a misconception that a smile makeover is this huge, involved process," he says. "It could be something as simple as reshaping an existing tooth, providing a single crown or replacing old fillings with ones that better match the teeth. What I strive for is to make teeth look extremely natural and detailed. That's what really makes people's smiles beautiful."

The ability to porcelain color match to natural teeth and to do it for example, when correcting just one front crown, is Dr. Ghim's area of expertise. He has trained with dental specialists all over the world, in places such as Turkey, Brazil and Japan, and brings those unique learning experiences to his

practice. All of Dr. Ghim's veneers are custom handcrafted by world-renowned cosmetic dental technician Naoki Hayashi. Dr. Ghim also has relationships with other dental specialists who he consults when needed, ensuring a team approach that leads to the best results possible. "It's more than just whiter, straighter teeth," Dr. Ghim says. "I believe in great teamwork. It's looking at the whole picture for your teeth and providing a strong foundation so that cosmetic work will last."



CHOOSING THE RIGHT COSMETIC DENTIST

When meeting with patients, Dr. Ghim believes in a lot of listening. "The most important thing for me is asking a lot of questions," he says. "This gives me information about what you value in your smile and what you hope to achieve. It is a collaboration that lasts the entire process."

Dr. Ghim recommends scheduling a consultation when choosing a cosmetic dentist. Are you comfortable in the office and with the dentist? Do they spend a lot of time with you? Research if the dentist has extensive training and ask to see examples of cases -- with multiple photos -- they have personally performed. Learn about the practice's technology, how it is used and the laboratory they work with. Dr. Ghim's office uses a 55-inch digital touch table to demonstrate treatment plans. Patients can view their teeth up close and preview their smile and dental options. "It's about coming to an agreement on what looks beautiful for the patient," Dr. Ghim says. "It's about bringing out the best in you and how a small change can make a difference and make a smile."



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For Dr. Steven Ghim, a person's smile is his passion. But that goes beyond just producing whiter and brighter teeth. In his work, he strives to deliver results that appear natural and exquisite. Cosmetic dentistry is a blend of art and academia, he says, and that's one big reason why he loves what he does.

"There's a lot that goes into designing a beautiful smile," Dr. Ghim says. The process incorporates dental techniques he has learned from all over the world to provide the best cosmetic dentistry has to offer. Specializing in ceramics, porcelain color-matching and the esthetics of the front teeth, the practice also provides adult comprehensive dental and implant dentistry.

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Communication and collaboration with patients is one cornerstone for Dr. Ghim. Asking the right questions to learn a patient's expectations is essential. His small, experienced and educated staff ensures a comfortable, consistent experience. The use of the latest technology allows patients to envision and participate in their treatment plans from start to finish.

Dr. Ghim also believes having a great team is a must in securing oral health care success. He has a working partnership with cosmetic dental technician Naoki Hayashi, a world-renowned specialist in veneers, front crowns, porcelain color-matching and challenging cosmetic cases. Dr. Ghim also works with other dental specialists to ensure both the look and functionality of patients' teeth for years to come.

Free consultations are available for new patients. Come learn firsthand how Dr. Ghim's passion translates into beautiful smiles and oral health.

