

Perfect Smiles



by Benjamin Margalit/Margalit Studio

Step inside Dr. Asmar's office and you'll be greeted with lots of smiling faces. Pictured amidst a collection of patient smiles are some of the staff (from left to right): Stephanie, Nancy, Dr. Marc Asmar and Lucy.

Dr. Marc Asmar
is proving that
dramatic smile
enhancement can be
both beneficial and
affordable. Here's
how he does it.

by Mimi Vanderhaven

For nearly 20 years, Dr. Marc Asmar has been considered a “smile pioneer.” In fact, before whitening enhancement products ever hit the general market, Dr. Asmar was a part of the initial study conducted at Ohio State that helped determine their safety for use on humans. “I was a bit of a guinea pig, but the work we did was important to this kind of advancement in dentistry,” he recalls with a smile.



**on the
cover**

Dr. Marc Asmar is considered a pioneer in the field of dentistry. The husband and father of three has practiced in North Olmsted for the past 16 years.



Dr. Marc Asmar
GENERAL AND COSMETIC DENTISTRY

Years later—thanks in part to Dr. Asmar's contribution—teeth whitening is offered at dental offices across the country, including his Advantage Dental Arts, in Olmsted Township.

And because only the bravest and most passionate of pioneers continue to blaze trails—long after counterparts have set up camp—Dr. Asmar has again introduced an advancement in teeth correction that's so exclusive, even the leading cosmetic dentists in the area are not routinely offering the procedure.

Here Dr. Asmar takes Mimi through the different options available—including his revolutionary “Same Day Smile”—to anyone who wants to experience a healthy and dramatically different dental look:

Whiten to Brighten

The basics of beautiful teeth come down to one simple fact: the choice between yellow and white only works when it comes to buying diamonds. For teeth, white is the only way to present a stunning smile.

“Teeth whitening has really come a long way since it was introduced in dental offices,” Dr. Asmar explains. “Patients no longer have to worry about sensitivity issues because we use a lower concentration of the solution for a longer period of time.”

Custom trays are made to exactly match the patient's teeth pattern. That way, Dr. Asmar explains, the solution can reach a better area of coverage and ensure a consistent result.

“It's much easier to re-whiten later once you've had it done,” he adds. Dr. Asmar recommends yearly touch-ups to keep teeth their whitest. He also recommends this process for patients with tetracycline stains. Results can be achieved in as little as three days, but two weeks is more typical.

And what of the drugstore whitening kits? “You will never be able to get the results that you can get in the office,” he promises. “So save your time and your money and come see us. Ultimately it's going to be the best value.”

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Smiles in a Snap

“Changing a patient's smile can have tremendous psychological benefits,” Dr. Asmar explains. “Sometimes there are a number of factors that determine which course of treatment is best. Financial resources, time, and the degree of invasiveness can all play a role in the decision-making process.”

For many patients, taking advantage of Dr. Asmar's dramatic “Same Day Smile” program combines the best of all options. “You can't get this treatment anywhere else in the area,” he emphasizes. The process is unique in that none of a patient's existing

tooth structure is removed, there is no pain, no sensitivity, no anesthesia, and the cost is about one-third that of traditional veneers. “A lot of my patients tear up when we're finished because the results are so dramatic,” he beams.

Same Day Smile is essentially an aesthetically perfect covering for your teeth that is affixed much the way that a cap or crown is seated—without grinding down the teeth. Because the teeth are chemically sealed, there is no decay. Impressions of your upper and lower teeth are taken and a perfect smile is created based upon the structure of your mouth.

Dr. Asmar says patients can expect their “perfect smile” to last from nine to 15 years and any damage is easily repaired. The look is completely reversible and patients experience no sensitivity. “It's a great way to achieve instant results—for less,” he describes. “Our patients are amazed at how natural their teeth look afterward and how quick the procedure is.”

It's also an ideal way for TMJ patients to experience quick relief because the procedure holds teeth in proper alignment. “You don't have to have your whole mouth done at once,” Dr. Asmar assures. “We can pick a few teeth and create your smile a little at a time.”

As the name implies, Same Day Smiles require just one appointment and can be completed in one day. (See the photos on page 6 for a real-life patient transformation.)



Shown above is one patient's dramatic transformation. Before, teeth were chipped, spaced and yellow. After the application of Dr. Asmar's "Same Day Smile" technique, she has a dazzling, healthy smile.

Straight Talk

Over the past several years, Invisalign has become a popular option for straightening teeth—and for good reason. "It's an ideal solution for those adults who forgot to wear their retainers after childhood braces," Dr. Asmar provides. "But it's also beneficial to many patients who don't want traditional braces."

A series of clear plastic aligners are created to guide your teeth. They can be removed for eating and brushing/flossing. Results are typically evident in as little as four months or as many as seven.

He goes on to explain that every person is different and to determine whether or not you're a candidate for Invisalign, an office visit is best. "If you aren't a candidate, I've established relationships with leading orthodontists in the area and will refer to one of them," he assures.

A Permanent Fix

Patients with major mouth issues are typically candidates for porcelain veneers. "If you have lots of older, mismatched dentistry or you've lost teeth, this procedure is ideal," Dr. Asmar says.

Teeth are entirely reconstructed, resulting in more uniformity. The implants can be integrated into existing dental work and are permanent. This is the most costly, invasive and time consuming of the four options and is best discussed in detail with Dr. Asmar.

"Everyone is different. What works for one patient may not be appropriate for another. We make recommendations for individual procedures or combinations of procedures that will be of greatest benefit," he assures.

And result in...a perfect smile.

Dr. Marc Asmar's Advantage Dental Arts has been located at 26924 Cook Road in Olmsted Township for the past 16 years. Look for it at the corner of Cook and Fitch Roads. Office hours are by appointment. To schedule, call 440-235-1180. The website is www.OlmstedDentist.com.