

THE ULTIMATE COSMETIC ENHANCEMENT GUIDE

NEWBEAUTY™

PREMIER ISSUE

DR. GROSSMAN

as featured in
NEWBEAUTY
MAGAZINE

liposuction

breast augmentation

smile makeovers

age-defying lasers

must-have beauty products

facelift facts

sexy skin

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\$9.95US \$12.95CAN

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> LOOK YOUNGER IN MINUTES! The truth about Botox and other injectables...

smile maker

In our multitasking world, people often rush from one appointment or task to another. The Center for Advanced Dentistry, however, is one cosmetic dentistry practice that is anything but hasty and patients enjoy a very *unrushed* appointment.

DENTAL DEGREE

New York University College of Dentistry

GENERAL DENTISTRY RESIDENCY

Goldwater Hospital

AFFILIATIONS

American Board of
Aesthetic Dentistry, Diplomate
American Society of
Dental Aesthetics, Fellow
Fellow, Academy of General Dentistry
International Academy of
Dentofacial Esthetics, Fellow

AREAS OF EXPERTISE

Complex Restorative Cases
Distinctive Smile Makeovers
Implant Dentistry
Second Opinions
Tooth Whitening

LOCATION

Westbury, New York

Sacrificing high volume for attentive, personalized care, the dental duo of Drs. Ganz and Grossman roll out the proverbial red carpet for each and every patient. “We strive for perfection,” says Dr. Gerald Grossman, who has handled thousands of cosmetic dentistry cases, from smile makeovers to gum contouring and laminate veneers. “It’s all about a great smile.” Before receiving a clean bill of dental health, every patient must have the entire mouth scrutinized. “We’re a practice of many talents,” Dr. Grossman boasts about his partners. Dr. Melvin Ganz is an oral implantology dentist while Dr. Manny Ashraf is an implantology and restorative dentist. The support staff includes an in-house periodontist for optimal gum care and a ceramist for all major aesthetic cases. “Patients take an active role in their treatment plan to accomplish their desired smile,” says Dr. Grossman. It’s a methodology that has served him well. In his 34 years of practice, the Long Island dentist continues to impart his wisdom on the lecture circuit, winning accolades and honors from his eminent peers. The tranquil office environment, decorated in a modern fashion, is devoid of the clinical dental office feel of yesteryear. Adults may have outgrown getting lollipops from their favorite dentist, but they still enjoy something for good behavior. Instead of a sugar-laden treat, The Center for Advanced Dentistry rewards them with Brite Smile Teeth Whitening kits to keep their new and improved smiles gleaming. 516-683-0888 or newbeauty.com/grossman.

“Patients take an active
role in their treatment
plan to create their
desired smile.”

—DR GERALD GROSSMAN, DDS, FAGD

DR. GERALD GROSSMAN

ATTRIBUTES THAT MAKE A DENTIST SUCCESSFUL I think you have to know you never work on a tooth—you work on a person
FAVORITE PART OF YOUR JOB I like diagnosing and figuring out how to achieve a wonderful smile
WHAT ONE LIFESTYLE CHANGE COULD MOST BENEFIT OUR HEALTH Exercise
I’M NEVER WITHOUT An opinion
ALTERNATIVE OCCUPATION A *National Geographic* photographer
I START EACH DAY Taking a Pilates class
I WOULD LOVE TO OWN A James Bond inspired Aston Martin



INSIDE INFORMATION

INSIGHT ON DENTAL IMPLANTS

Gaping, missing teeth—knocked out by an accident or lost due to poor hygiene—are never a flattering look. That goes double for dentures that give at the most inopportune moment. Today’s dental implants are the **SOLUTION TO RESTORE CONFIDENCE** to a patient’s life and function to the mouth. However, for dental implants to function properly, precision placement is paramount. “Everything has to fall into place,” Dr. Grossman says. After using **DENTASCAN** technology to obtain highly detailed cross-sections of the upper and lower jaw, Dr. Grossman and his partners, Dr. Ganz and Dr. Ashraf, evaluate the jaw area for exact implant positioning. With implant advanced technology, this often time-consuming process is shortened dramatically with single-stage implants—six to eight months has been whittled down to only three months.

