

Open WIDE

If you haven't been to a dentist's office in a while (you know who you are), you might not recognize one. Today, going to the dentist can be as pleasant and relaxing as a trip to the spa, with massage therapy, microdermabrasion, aromatherapy, Feng Shui waiting rooms, security blankets, movies, refreshments, and more. The Dallas Dental Spa even has reduced guest rates at Hotel Crescent Court and Hotel ZaZa for out-of-town patients.

Fancy offices and amenities help lure patients into dentists' chairs, but mostly it's the pursuit of the perfect smile. Your teeth are flossed, glossed, massaged, and whitened, and if you don't like the looks of your smile, you can change it as easily as pointing at a picture, choosing the shape and length you want for each tooth from the Lorin Library Smile Style Guide.

The Lorin Library Smile Style Guide is the creation of Dr. Lorin Berland, a dentist known among peers as the Louis Armstrong of teeth. Berland is not just a family dentist who fills

cavities, bonds teeth, and whitens and brightens smiles. Calling himself a pioneer in cosmetic dentistry, Berland has positioned himself as a teacher for other dentists who want to learn his cosmetic and market-

**COSMETIC
DENTISTRY**
is the most
popular trend
in teeth. The
only people
who don't like
it? Dentists.

ing techniques so they, too, can create Smile Libraries (and spas?) for their own patients.

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