



Dr. Lorin Berland of Berland Dental Arts Center in Dallas, Texas.

Dr. Berland celebrates 25 years in dentistry

This month Cosmetic Tribune Editor in Chief Dr. Lorin Berland celebrated 25 years of practice in the Dallas Arts District. For a quarter of a century, Berland has strived to provide the utmost in patient care.

Berland started his career in the dental technology field. He is best known as the originator of "Spa Dentistry," the developer of *www.denturewearers.com*, the Same Day Inlay/Onlay Technique and co-creator of the Smile Style Guide and Lorin Library. These ideas were the culmination of years of listening to patient's needs and wants.

In 1992, he was the first to achieve fellowship

**SAME DAY
INLAY/ONLAY
KIT**

DURABLE, ECONOMICAL & APPRECIATED

LORIN BERLAND, DDS

AD



in the American Academy of Cosmetic Dentistry (AACD).

As one of the first accredited members of the AACD, Berland produced "A Full Mouth Rehab in 2 Visits" DVD. He also co-created the Smile Style Guide, a book used to help dentists, laboratories and patients in esthetic smile design.

For the past 15 years, Berland has shared his hard-earned dental pearls of wisdom with his colleagues in the form of lectures, CDs, DVDs, clinical articles and books.

During his nearly 30 years in dentistry, he has been featured in various dental and public mediums in America and throughout the world — including television appearances, international and national publications and major dental journals — promoting cosmetic dentistry, as well as the AACD.

Berland knows from personal experience that ongoing education and expert training are the keys to success because applied knowledge means better results, happier patients and a thriving practice.

He has contributed to the public's education and awareness of cosmetic dentistry while encouraging and empowering innumerable cosmetic dentists to become even better clinicians.

In 2008, Berland received the AACD's Outstanding Contribution to the Art and Science of Cosmetic Dentistry Award.

Berland Dental Arts, his multi-doctor specialty office, is nestled in the burgeoning Arts District of Dallas, Texas.

Customized patient care, sedation and a caring and dedicated team are among the many ways he strives to make the patient feel comfortable, important and relaxed.

The latest techniques are utilized in conjunction with modern technology to deliver world-class dentistry that is both functional and esthetic.

For more information on The Lorin Library Smile Style Guide, *www.denturewearers.com*, the Biomimetic "Same Day Inlay/Onlay" 8 AGD credits CD and the "Full Mouth Rehab in 2 Visits" DVD please call (214) 999-0110 or visit *www.berlanddentalarts.com*. **DT**