

## Dr. Timothy Chase

Smiles NY  
New York, New York

### ASK DR. CHASE

#### WHAT IS YOUR PRACTICE PHILOSOPHY?

Providing cosmetic dentistry and optimal oral health using the most advanced and conservative approach possible to achieve my patient's goals. I also take the time to educate each patient along the way about home care and oral health to ensure they keep their beautiful smile for a lifetime.

#### WHAT INSPIRED YOU TO PURSUE DENTISTRY?

I have three other dentists in my family so I have been surrounded by dentistry my entire life. The combination of art, science and technology drew me in right away. I knew I was going to be a dentist from the first time I visited my family's office.

#### HOW DO YOU PUT PATIENTS AT EASE?

You have to spend time with your patients and have honest conversations with them. The patient has to trust you and know that what you're recommending is the same thing you would recommend to your own family.



### Conservative cosmetic dentistry

Providing patients with various options to achieve their cosmetic goals, Dr. Chase spends a lot of time educating patients on ways to better preserve natural teeth and get a great-looking smile. "The least-invasive solution to achieve a dental desire can sometimes be the best one," Dr. Chase says. Education is an important part of this approach because patients need to be well informed about all the options that are available to them and not just the ones they've seen in advertisements before making decisions. "Someone may come in and say they need veneers, and I'll take a look at their teeth and they're beautiful, just misaligned," Dr. Chase says. "I speak to many patients about the possibility of orthodontics rather than veneers because there is nothing as good as your natural teeth. You can never replace enamel; it's the only material with proper care that's going to last your entire life."

### CASE STUDY



### SEXIER SMILE

Dissatisfied with her small, dull teeth and gummy smile, this patient consulted with Dr. Chase for a smile makeover. "After doing a gum lift and placing veneers, we were able to dramatically improve the overall shape and color of her teeth, transforming an adolescent-looking smile to a beautiful womanly smile. She looks gorgeous," says Dr. Chase.

# "known for 'creating New York's most beautiful smiles'"

THE PATIENT-FRIENDLY PHILOSOPHY AT SMILES NY, WHICH HAS BEEN PROVIDED TO DISCERNING NEW YORKERS, CELEBRITIES AND INTERNATIONAL BUSINESS EXECUTIVES FOR MORE THAN 20 YEARS, FOCUSES ON AESTHETICS, YOUTHFUL APPEARANCES AND A COMMITMENT TO TOTAL ORAL HEALTH.

### MEET THE EXPERT

## Dr. Timothy Chase

Cosmetic Dentist

#### SERVICES OFFERED

Smile Makeovers  
Cosmetic Dentistry  
Veneers  
Full-Mouth Reconstruction  
Dental Implants  
Invisalign<sup>®</sup>  
Crowns  
TMJ Appliances  
Laser Dentistry

#### ABOUT DR. CHASE

##### HOW DO YOU SHOW PATIENTS YOU CARE?

We are dedicated to patient comfort. We have amenities ranging from ceiling-mounted flat-panel televisions, personal iPods, Internet access and DVDs to the TLC touches of warmed lavender hand towels, lip moisturizers, snacks and beverages.

##### WHAT TYPES OF CUTTING-EDGE TECHNOLOGY DO YOU USE WITHIN YOUR PRACTICE?

Our office is also equipped with computerized bite and TMJ analysis, digital X-rays, computerized smile imaging, along with quiet electronic hand pieces, air abrasions, lasers for painless drill-free procedures and Zoom<sup>®</sup> 3 Whitening.

DOCTOR OF DENTAL MEDICINE  
Boston University,  
School of Dental Medicine

LOCATION  
New York, New York

CONTACTS  
212.752.6537  
888.757.SMILE



To learn more about the practice visit  
[smilesny.com](http://smilesny.com)

**Dr. Steven Roth**  
Smiles NY  
New York, New York

#### ASK DR. ROTH

WHAT IS YOUR MAIN FOCUS WHEN DOING COSMETIC DENTISTRY?

Changing someone's smile while making it much healthier. There are plenty of dentists who can slap veneers on your teeth but not very many dentists understand the underlying bite processes to make those veneers last and stay healthy.

WHAT IS YOUR COMMUNICATION STYLE?

I'm an active listener. It's important for me to hear the patient and truly understand what they want.

WHAT IS COSMALITE?

I created CosmaLite to give patients an opportunity to test drive what cosmetic dentistry can do for them. It's a composite resin device that is placed over natural teeth as a temporary trial smile created in just 24 hours. As dentists, we get frustrated because there are patients we see who could benefit from cosmetic dentistry and change their lives, but they are afraid of the treatments or uncertain about the outcome. With CosmaLite, they get so excited about the results that they are confident about proceeding.

#### The method behind CosmaLite™

Based on a simple four-step process, CosmaLite™ can reveal potential results for patients in as little as 24 hours. "We start with an in-office assessment using digital photos," Dr. Roth says. "We also make simple molds of your teeth to give us a base to customize these temporary veneers just for you." A proprietary lab then creates the custom laminate smile and when the patient returns to the office, the CosmaLite™ veneers are placed over the teeth using a virtually painless bonding method. "Once their on, patients can take a look and easily imagine what their results could look like," Dr. Roth says.



#### CASE STUDY



#### SMILE REJUVENATION

Before committing to veneers, this patient wanted to see a mock up of her proposed new smile. The CosmaLite trial smile featured in the center photo was very close to the final outcome. "Permanent veneers brightened and repaired her worn and chipped smile," Dr. Roth says. "But she was confident in the outcome before the final placement."

“known for ‘creating New York’s most beautiful smiles™’”

CONCEIVED TO MAXIMIZE COMFORT, CONVENIENCE AND TRANQUILITY IN A SPA-LIKE ENVIRONMENT, THE ULTRA-LUXURIOUS OFFICE OF DR. ROTH IS CENTRALLY LOCATED ON MANHATTAN'S UPPER EAST SIDE. "I ENJOY BEING A GO-TO GUY FOR DRAMATIC SMILE MAKEOVERS," DR. ROTH SAYS.

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#### ABOUT DR. ROTH

##### HOW IMPORTANT IS A GREAT SMILE?

A nice smile consistently tops the list as one of the most important aesthetic attributes in studies and surveys. For example, six in 10 adults believe a whiter smile would boost their confidence and 74 percent of people say an unattractive smile can hurt a person's chances for business success.

##### WHAT IS THE FIRST STEP IN GETTING A NEW GREAT SMILE?

Fear of the unknown prevents many people from seeking out cosmetic and restorative dentistry. That's why I created CosmaLite™ to help them see the potential results before any work is done. It's a combination of safe exploration of cosmetic dentistry and reassurance of the results.

##### HOW DO YOU EDUCATE THE PUBLIC?

As a WebMD dentist, I film informational videos about all aspects of dentistry. They can be viewed on the "Ask the Dentist" section on WebMD.com.

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