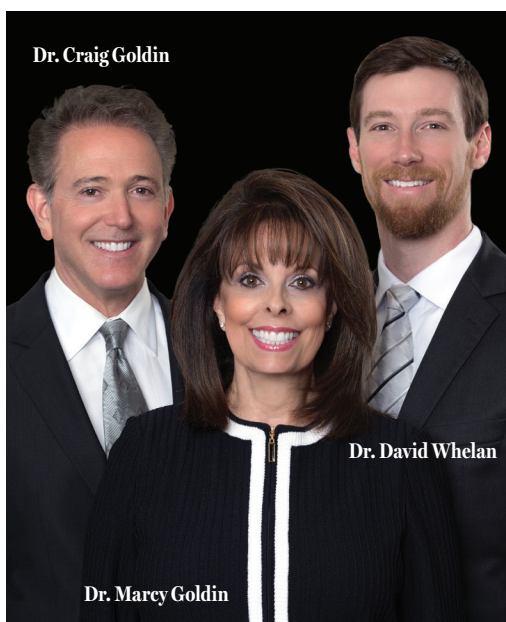


# Transforming Smiles— and Lives

**I**n southeast Michigan, when you think of leaders in cosmetic and implant dentistry, one name comes to mind: Cosmetic Dentistry Institute. This is where passion, compassion, and state-of-the-art dental care will transform your smile quickly—with lots of pampering—and all procedures will be performed by a well-trained, experienced doctor-artist.



Dr. Craig Goldin

Dr. David Whelan

Dr. Marcy Goldin

## Award-Winning Smiles by Award-Winning Dentists

The Cosmetic Dentistry Institute has received numerous awards both locally and nationally. They have been chosen as the top cosmetic dental practice in the country, winning the Cosmetic Practice of the Year Award. Additionally, all three doctors at the Cosmetic Dentistry Institute have been featured in Hour Detroit's "Top Dentists."

Dr. Craig Goldin is the only accredited fellow of the American Academy of Cosmetic Dentistry in eastern Michigan. Only 65 dentists in the world hold this distinction.

## Too Young to Look Old

At her first appointment, Lynne was nervous but determined. She'd spent the last 15 years taking care of her family, and during that time, she had seriously neglected her dental health. Some teeth were missing, others misaligned or discolored. She was eager to get back into the workforce, but, she wondered, who would hire her when her teeth looked like this?

Craig Goldin, DDS, and co-founder of the Cosmetic Dentistry Institute in Troy, examined Lynne. "Let's get your teeth and gums healthy," he told her. "And then we'll give you a smile you'll be proud of the rest of your life."

A full-service dental practice, the Cosmetic Dentistry Institute serves children and adults of all ages. Procedures include cleanings, digital X-rays, fillings, periodontal care, orthodontia, crowns, and root canals. The practice has earned national renown for its leadership in the fields of cosmetic and implant dentistry, and the award-winning, custom-designed facility feels more like a spa than a dentist's office.

## Cosmetic Dentistry

Featured cosmetic services and technologies at the Institute include porcelain veneers, Invisalign® invisible braces, and CEREC Omnicam scanning, which allows dentists to custom-fit patients with pristine ceramic crowns in just one visit.

"We make it our business to stay

on top of the latest research and technologies," adds David Whalen, DDS, the Institute's partner. "Our patients deserve nothing less."

## Sedation Dentistry

This Institute addresses patient comfort by offering sedation dentistry. "Sedation dentistry saves time and helps patients relax, even those who feel apprehensive or would otherwise avoid treatment," explains Dr. Craig Goldin. "It's also for busy patients who would like to have all their dental procedures completed in as few visits as necessary."

## Implant Dentistry

But it's the practice's unparalleled success with Teeth Tomorrow® dental implants that may draw the most patients to the Institute. "Teeth Tomorrow is for anyone with missing or failing teeth—people who are embarrassed by their smile or who have trouble speaking or eating because of loose or poorly fitting dentures," says Dr. Craig Goldin.

Marcy Goldin, DDS, an instructor at the University of Michigan School of Dentistry, adds, "We transform lives in one day. Our patients walk out with beautiful, natural-looking teeth. They can eat, speak, and enjoy life right away. It's fast; all work is done in one day. It's easy; we pamper our patients with sedation dentistry. It's affordable; we offer payment plans. It's beautiful; your new teeth will look and function like natural teeth."

## "Like a Miracle"

And what about Lynne?

When the practice finished placing bright, beautiful Zirconia Teeth Tomorrow dental implant bridges in her mouth, she looked in the mirror and wept with joy. "This is the smile I've always wanted," she said. "It feels like a miracle, and I can't believe I waited so long to do this."



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