

PEACH PATROL

The people who make Atlanta

PETER BOULDEN

Molding a More Perfect Smile

You might not know him by name, but you probably recognize his face. I did—from 8' x 5' ads (there were eight of them) that used to hang in Phipps Plaza. "We did that campaign two years ago and I still get asked about it once a week," says Dr. Peter Boulden, DMD. And that is one of the strategic marketing tools he and his business partner Dr. Susan Estep use to grow their three-year-old practice, Atlanta Dental Spa, in Roswell. That, and the fact that they have transformed going to the dentist from something to be dreaded into an ultra-luxe experience. Bose headsets, flatscreens and an Internet café are all part of a trip to the tooth doctor now.

Patients from all over visit Boulden to benefit from his artistry as a cosmetic dentist. In fact, the practice is growing so rapidly, that Boulden is in negotiations to open a Buckhead location within the year.

But how does one get into the field of cosmetic dentistry? "I like to build things," says the Marietta native. "I can fix anything. I wanted to have an artistic impact." He certainly has, in designing his new home in Buckhead, which he shares with his bull mastiffs "Nyah" and "Emma." "I am a control freak," about design, he concedes. Just visit his office. Everything is customized, from the rounded corners (sharp ones are too harsh for this smoothie) to the earth-friendly bamboo floors. And thanks to his sister Jennifer's eco-touch, they are a paperless office, and use digital rather than film x-ray machines. — *Elissa Rosen*

JUST THE FACTS

What have you had done to your own smile? "I have veneers on my side teeth in order to widen my smile."

Your hobby? Motocross. "I just got back from vacation where my dad and I rode motocross from LA to Vegas. It was amazing. We did not take one road."

On your Tivo? "House and MTV's *Rob & Big*."

On your iPod? "Doxology and Breaking Benjamin."

Atlanta women? "I love them. Atlanta has the most beautiful women."

Biggest turnoff? "Selfishness."

Are you selfish? "I don't think I am."

What is your secret indulgence? "Ironically, it is desserts."

