

2008
MEDICAL GUIDE

Drs. Susan Estep and Peter Boulden


 ATLANTA
DENTAL SPA

Drs. Estep and Bouldin

Atlanta Dental Spa
1875 Old Alabama Rd.
Building 100
Roswell, GA 30076
770-998-3838

www.AtlantaDentalSpa.com

EXCELLENT DENTISTRY, PAMPERING EXPERIENCE, SURPRISINGLY AFFORDABLE

What If You *liked* Going to the Dentist?

Gone are the days of uncomfortable dental visits. At least this is true for patients of the Atlanta Dental Spa. Drs. Peter Boulden and Susan Estep have set a new standard for excellence in dentistry. The award-winning dentists and Atlanta Dental Spa team offer customer service in a pampering environment. Patients equate their dental visits to "a Ritz-Carlton spa-type experience". One patient compliments Boulden and Estep's practice, "Why would you go to an average dentist when you can receive top quality service and be pampered at Atlanta Dental Spa?"

Drs. Boulden and Estep take pride in keeping up with technology. They take and teach courses at the nations leading conferences, and they use up-to-the-minute materials and procedures that produce beautiful and long-lasting results. The doctors have won 9 American Academy of Cosmetic Dentistry medals for their work. Drs. Boulden and Estep are Fellows in the Academy of Comprehensive Esthetics (FACE). They are the only two fellows in the state of Georgia.

Cosmetic Dentistry

The Atlanta Dental Spa doctors perform hundreds of smile makeovers each year. From simple makeovers with whitening and Invisalign™ (invisible braces) to advanced systems like prepless veneers (UltraVeneers™), the doctors are skilled and talented masters of smile design. Another appreciative patient reports, "I love my new smile. It changed my life. I was self-conscious and now have self-confidence. I'm getting married next year, and now I can *look forward* to having my pictures made!"



Before



After

UltraVeneers™: smile makeover with no tooth preparation or numbing needed



Before



After

General Dentistry and Cleanings

Atlanta Dental Spa is not just for smile makeovers. They offer General dentistry and cleanings as well. Boulden and Estep's excellence in dentistry extends to patients needing fillings, crowns/bridges, and routine hygiene. Their patients, from those showing off brand new glamorous smiles to those who have just had a cleaning, are raving fans of Atlanta Dental Spa.

Call to reserve your appointment: (770) 998-3838. And check out the Atlanta Dental Spa website for lots more information and gorgeous before and after results: www.AtlantaDentalSpa.com

General Dentistry: Atlanta Dental Spa offers general dentistry and cleanings



DR. PETER BOULDEN



DR. SUSAN GOODE

AESTHETIC DENTISTRY OF ATLANTA

Dental Spa Grand Opening

EXTRAORDINARY DENTISTRY— LUXURY SETTING

Drs. Peter Boulden and Susan Goode have opened the doors to their new dental spa, Aesthetic Dentistry of Atlanta, with the idea that a dental visit does not have to be a chore; it can be a surprisingly pleasurable experience. "We wanted to create an atmosphere where patients feel pampered as though they are in a luxury spa," say the doctors. It shows. With an Internet café, ergonomic patient chairs and sound-canceling headphones for patients to listen to ceiling TVs, Aesthetic Dentistry of Atlanta is a place to sit back, relax and enjoy. As one new patient exclaimed, "Wow! I feel like I'm here for a massage and facial instead of a dental visit. I'm relaxed already."

HIGHLY TRAINED DOCTORS— ADVANCED TECHNOLOGY

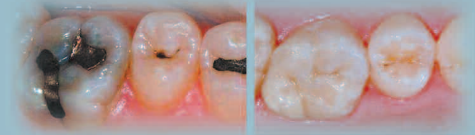
Aesthetic Dentistry of Atlanta combines spa-like serenity with state-of-the-art technology for an extraordinary dental experience for every patient. Drs. Boulden and Goode place a high priority on learning the latest techniques and services for patients. Both spend hundreds of hours on

continuing post-graduate education each year, attending and speaking at prestigious workshops and seminars in the United States and abroad. Currently

"...I can say that the service at your office is better than at a 5-star restaurant! Hot towels, spa atmosphere, warm blankets, and a beautiful smile at the end with no calories!..."

— Elise (ADofA patient) after recent new patient experience

they are 2 of only 24 international candidates for fellowship in the Academy of Comprehensive Esthetics. Additionally they are sustaining members of the American Academy of Cosmetic Dentistry, and Dr. Boulden recently received an award for cosmetic excellence from the Academy.



Posterior Rejuvenation

DRAMATIC MAKEOVERS — CONSERVATIVE DENTISTRY

Patients of Aesthetic Dentistry of Atlanta get dramatic results with simple, conservative procedures such as minor tooth movement, whitening, direct bonding, enamel contouring, thin veneers or a combination of these. Drs. Boulden and Goode offer an array of services for their patients such as thin porcelain veneers including Lumineers™, Invisalign®, in-office whitening with Zoom!®, implants, and general dentistry (including porcelain inlays and onlays). The doctors are also experienced in posterior rejuvenation (replacement of failing silver fillings and cavities in back teeth with conservative inlays or onlays instead of crowns). "Our emphasis is on conservative cosmetic care and we choose to also provide general dentistry services. Many desire a beautiful new smile, and *everyone* needs a dentist."



Actual Patient before and after Zoom! Whitening

"...I feel so much more confident now when I smile..."

— Kristin (ADofA patient) after recent Zoom! Procedure



Internet Cafe

Treatment Room

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Reception Area

Orchid Corridor

Smile Makeovers:

Why they don't have to be so *EXTREME*

Dr. Peter Dawson Boulden
Dr. Susan Goode Estep
Aesthetic Dentists

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spa provides a comfortable and relaxing get-away for patients. "We have changed the idea that going to the dentist is a negative experience. We have an Internet café and ceiling TVs with sound-canceling headphones," describes Dr. Boulden. "We also use laser cavity detection, and digital radiography (x-rays) to greatly reduce patient exposure to radiation." Dr. Estep continues, "Calming fears is our specialty. Many people are terrified of going to the dentist and have not gone in years. Now, in addition to their fear of the dentist, they fear what may be wrong after years of neglect. We reduce our patients' anxieties." Some fearful patients use an anti-anxiety pill, and many nap through entire appointments. You will enjoy being pampered in this new state-of-the-art dental spa.

What is Aesthetic Dentistry?

Aesthetic dentistry's use of modern technology allows for improved diagnosis and a wide array of treatment options. Aesthetic dentists combine artistry and science to create a smile that is as close to natural as possible. It takes experience and training to achieve beautiful and natural-looking smiles. Drs. Estep and Boulden attend hundreds of hours of post-graduate continuing education courses each year. They attend and lecture at premier aesthetic conferences in the nation and worldwide. Aesthetic Dentistry of Atlanta is ready to help you reveal the beautiful smile you already have inside.

The popularity of reality TV shows may have you dreaming of your very own makeover. And while the makeovers you see on these shows are shocking and dramatic, many of the results were achieved through invasive and aggressive surgery and dentistry. Aesthetic Dentistry of Atlanta was built by two of Atlanta's top dentists whose shared vision is that beautiful smiles and dramatic results can be achieved through simpler and less invasive treatment. Dr. Peter Boulden and Dr. Susan Goode Estep built their dental spa to provide premier dentistry services using up-to-the-minute technology for their patients—all in a tranquil spa-like setting. "The reality," said Dr. Estep in a recent interview, "is that most people do not want to undergo extreme or aggressive surgeries or dental procedures." Some people do need restorations on most of their teeth in order to achieve the results they want. However, according to Drs. Boulden and Estep, these cases are the exception rather than the rule. "Even in these cases, the patient and dentist should take the most conservative approach," explains Dr. Boulden, who worked with a team of world-renowned dentists and surgeons on ABC's *Extreme Makeover*.

Simple Makeover—Dramatic Life Changes
 Dramatic results can be accomplished with a combination of simple cosmetic procedures. Drs. Estep and Boulden offer an array of these services for their patients such as thin porcelain veneers, Invisalign® direct bonding, in-office laser whitening with ZOOM!™, implants and general dentistry. A person's smile can be dramatically improved using several of these services. For example, people might

have dark teeth or spaces between teeth. They will alter the way they smile or stop smiling altogether. Of course, this has negative effects on self-esteem. Yet, after just one smile makeover procedure, they are showing off a beautiful white smile. "They leave our office beaming with new confidence. We have patients who, after their smile makeover, finally apply for that job they want or ask that beautiful girl out on a date," notes Dr. Estep. "It is a privilege for us to be a part of our patients' lives in that way." The doctors choose to provide general dentistry services too, and they are skilled in posterior rejuvenation (replacement of failing silver fillings and cavities in back teeth with conservative porcelain inlays or onlays instead of crowns).

Dental Office or Spa?

Aesthetic Dentistry of Atlanta is no ordinary dental office. In fact, from the moment you walk in you will forget you are even at the dentist. From cascading waterfalls to bamboo floors to ergonomic patient chairs, the dental



BEFORE



AFTER



BEFORE



POSTERIOR REJUVENATION

AFTER



What Is Your Smile Saying About You?



Actual veneers patient of
Aesthetic Dentistry of Atlanta

When asked what makes another person attractive, people commonly answer, "a great smile." People with great smiles exude confidence, while people with a smile problem tend to be self-conscious. For example, a person might have a dark tooth or spaces between teeth. Problems like these have negative effects on a person's self-esteem. Without realizing it, people will alter the way they smile or stop smiling altogether to hide the smile problem. Yet, through whitening and a couple of restorations this patient suddenly has a beautiful white smile along with newly found confidence.

Achieving your dream smile may not be as difficult as you think. Drs. Peter Boulden and Susan Estep, two of Atlanta's top dentists, created Aesthetic Dentistry of Atlanta so that you can have the smile you deserve. They have performed hundreds of smile makeovers, and they complete hundreds of hours of continuing education each year at the country's premier aesthetic programs. Using innovative materials and techniques, they provide cosmetic and general dentistry services, including smile makeovers (porcelain veneers), Invisalign® (invisible braces), aesthetic implants and porcelain fillings.

"Our patients leave our office beaming. They have a new confidence about them. After patients have treated themselves to a smile makeover, they frequently report back to us that they finally had the self-confidence to go after that job they wanted, or they mustered up the courage to ask that special someone out on a date," notes Dr. Estep.

Conservative Aesthetic Dentistry

You've probably seen some dramatic results on some reality makeover shows. Many of these results, however, are achieved through very extreme and expensive surgeries. "The reality is," explained Dr. Estep in a recent interview, "that most people choose not to undergo extreme or aggressive surgeries or dental procedures." Some people do need restorations on most of their teeth. "And in these cases the patient and dentist should take the most conservative approach," notes Dr. Boulden who you may have seen on ABC's "Extreme Makeover."

Many times, dramatic results can be accomplished with simple cosmetic

procedures like whitening, direct bonding with no damage to tooth structure, tooth movement, enamel contouring, thin veneers or a combination of these. Drs. Boulden and Estep offer an array of conservative services for their patients such as thin porcelain veneers including Lumineers, Invisalign®, direct bonding, in-office laser whitening, implants and general dentistry (including routine hygiene visits). A person's smile can be dramatically improved using several of these services. The doctors are also experts in posterior rejuvenation (replacement of failing silver fillings and cavities in back teeth with conservative porcelain inlays or onlays instead of bulky crowns).

Actual patients of Aesthetic Dentistry of Atlanta



before



Smile makeover with whitening
and 2 porcelain restorations



before



Smile makeover
with porcelain veneers



Dr. Boulden



Dr. Estep

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AESTHETIC DENTISTRY
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The office is a peaceful spa with waterfalls, bamboo floors, ergonomically designed chairs, paraffin treatments, ceiling TVs with Bose® noise-canceling headphones, and even an Internet café. "We have changed the idea that going to the dentist is a negative experience. We also use digital anesthetic delivery for increased comfort, laser cavity detection, and digital radiography (x-rays) to greatly reduce patient exposure to radiation." You will enjoy being pampered in this new state-of-the-art dental spa.

Join Aesthetic Dentistry of Atlanta and enhance and protect your best asset – your smile!



**DR. PETER
BOULDEN**



**DR. SUSAN
GOODE**

AESTHETIC DENTISTRY OF ATLANTA

Smile Makeovers

Why they don't have to be so EXTREME

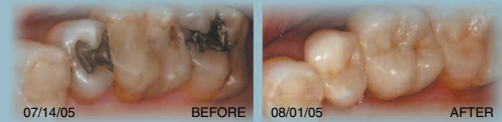
The popularity of reality TV shows may have you dreaming of your very own makeover. And while the makeovers you see on these shows are shocking and dramatic, many of the results were achieved through invasive and aggressive surgery and dentistry. But that does not have to be the case. A brand new dentistry facility was recently built by two Atlanta dentists whose shared vision is that beautiful smiles and dramatic results can be achieved through simpler and less invasive treatment. Dr. Peter Boulden and Dr. Susan Goode built Aesthetic Dentistry of Atlanta to provide excellent dentistry using state-of-the-art technology for their patients in a tranquil spa-like setting. "The reality," said Dr. Goode in a recent interview, "is that most patients do not want to undergo extreme or aggressive surgeries or dental procedures." Also, the people on TV receive their treatment for free, but in reality, extreme makeovers are extremely expensive. Some people do need restorations on most of their teeth in order to achieve the results they want. However, according to Drs. Boulden and Goode, these cases are the

"...I can say that the service at your office is better than at a 5-star restaurant! Hot towels, spa atmosphere, warm blankets, and a beautiful smile at the end with no calories!"

— Elise (ADofA patient) after recent new patient experience

exception rather than the rule. "Sometimes, to achieve the goals of our patient, we will use multiple veneers to create

between teeth. Problems like these have negative effects on a person's self-esteem. In fact, many people don't even realize they have altered the way they smile or stopped smiling altogether. Yet, through whitening and direct bonding this patient suddenly has a beautiful white smile. "They leave our office beaming. They have a new confidence about them. We have patients who, after having a smile makeover, apply for that job they have been wanting or ask that beautiful girl out on a date," notes Dr. Goode. "It is a privilege for us to be a part of our patients' lives in that way." The doctors are also experienced in posterior rejuvenation (replacement of failing silver fillings and cavities in back teeth with conservative porcelain inlays or onlays instead of crowns), a step sometimes neglected in TV makeovers. They choose to provide general dentistry services, too, because everyone needs a dentist, but not everyone needs a new smile.



Posterior Rejuvenation (actual patient of AD of A)



Conservative direct bonding used to regain the natural beauty of this patient's smile (actual patient of AD of A)

a beautiful smile. However, even in these cases the patient and dentist should take the most conservative approach," explains Dr. Boulden. He would know. Dr. Boulden worked with a team of world-renowned dentists and surgeons on ABC's *Extreme Makeover*.

SIMPLE MAKEOVER - DRAMATIC LIFE CHANGES

Dramatic results can be accomplished with simple cosmetic procedures like minor tooth movement, whitening, direct bonding with no damage to tooth structure, enamel contouring, thin veneers or a combination of these. Drs. Boulden and Goode offer an array of services for their patients such as thin porcelain veneers including Lumineers™, direct bonding, straightening teeth using Invisalign®, in-office whitening with ZOOM!®, implants and general dentistry (including porcelain inlays and onlays). A person's smile can be dramatically improved using several of these services. For example, a person might have a dark tooth or spaces

DENTAL OFFICE OR SPA?

The new dental spa, Aesthetic Dentistry of Atlanta, is no ordinary dental office. Many patients say they feel like they are in a spa rather than a dental office. From cascading waterfalls to bamboo floors to tempurpedic patient chairs, the office provides a comfortable and relaxing getaway for patients. "We have changed the idea that going to the dentist has to be a chore. We have an Internet cafe, sound-canceling headphones to listen to ceiling TVs, ergonomic patient chairs and more," describe the doctors. "We also use laser cavity detection and digital radiography (x-rays) to greatly reduce exposure to radiation." You will enjoy being pampered in this new world class dental spa.

AESTHETIC DENTISTRY

Aesthetic dentists combine artistry and science to create a smile that is as close to nature as possible. It takes experience and training to achieve beautiful and natural-looking smiles. Drs. Boulden and Goode attend hundreds of hours of post-graduate continuing education courses each year. They attend and lecture at premier aesthetic conferences in the nation and worldwide. Aesthetic Dentistry of Atlanta is ready to help you reveal the beautiful smile you already have within.

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