

DR. NADJA A. HORST

WHY DID YOU BECOME A COSMETIC DENTIST

My grandmother was a pioneering oral surgeon.

She was my role model **WHAT ATTRACTED YOU**

TO COSMETIC DENTISTRY I can put my artistic

talents into it. Making someone look good gives me

professional satisfaction **ALTERNATIVE OCCU-**

PATION I don't see myself doing anything else. I'm

blessed with the right profession **HOBBIES** Oil

painting on canvas, biking, skiing, traveling, in-line

skating **FRAMED PHOTOS ON YOUR DESK** My

family **RIGHT NOW I'M READING** I hate to say it,

but mostly dental journals **I START EACH DAY**

Feeling positive **I'M NEVER WITHOUT** A purpose

and goals **I WOULD LOVE TO OWN** A sailboat



THE PORCELAIN VENEERS PROCESS

To go along with Dr. Horst's commitment to non-threatening dentistry, she has taken on extra training in order to work with the new type of porcelain veneers, called **LUMINEERS™**. "You don't need to drill teeth or administer shots to put them on," she explains. "They are contact lens-thin and look very natural." They can be used to close gaps, fix misaligned teeth, rework misshapen teeth, and do away with chips, cracks and discoloration. They also can help revitalize old dental work. "Plus, we don't have to remove sensitive tooth structure before applying the Lumineers," Dr. Horst says. "And there is no need to tuck the material under the gums like we do with other procedures, which can be irritating to the gums." There is also **NO NEED TO WEAR TEMPORARY VENEERS** until the Lumineers are created. "On one visit I talk with the patient about what he or she wants to look like. The next visit I put the Lumineers right on. Too many people think of the dentist and then of pain. With Lumineers there are no shots, no drilling and no pain," Dr. Horst says reassuringly.

INSIDE INFORMATION

making gorgeous smiles

When Dr. Nadja A. Horst was a child she was afraid of the dentist. So when she opened her office, Urban Dentistry, three years ago, she made sure her practice provided cosmetic dentistry in a warm and comfortable environment.

"When you walk in you are greeted with the beautiful aroma of scented candles and dozens of fresh roses, rather than the clinical smell of a dental office," she explains. Dr. Horst's focus is on cosmetic dentistry, yet every patient gets a thorough exam and consultation, a smile analysis, a set of digital photos and digital X-rays that use about 90 percent less radiation than traditional X-rays. Dr. Horst recently added a new computer imaging software program, which allows patients to preview how their new smile will appear. The program enables the doctor and patient to visually communicate about the smile makeover. Together they can change the color and shape of the teeth, and the gum line, on screen before treatment begins. "My dental practice is dedicated to treating each patient as an individual," says Dr. Horst. As part of the decision-making process, Dr. Horst educates her patients on their options, from porcelain veneers and bonding to gum contouring and teeth whitening. "Our goal at Urban Dentistry is to make sure everyone leaves our office impressed and happy to refer their friends and family here for the same kind of treatment."

Clients are invited to help themselves to refreshments, to watch her smile channel dental program on the TV, and check out the album of before-and-after smiles of her patients—an album she made with the help of her nine-year-old daughter. And her treatment rooms are just as cozy as her waiting room with massage pads on the dental chairs, blankets and pillows, and earphones with a choice of music. To top it off, every visit ends with a warm lemon-scented towel to refresh the patient's hands and face.



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