

## SAY CHEESE: Spa experience meets dentist's office at new cosmetic dentistry facility

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It happens to the best of us. We insist the digital camera settings must be off again because our smile can't be the same shade as a banana peel. Unfortunately, the camera works just fine. It's the teeth that need some adjusting. As luck would have it, Las Vegas Beautiful Smiles just opened in Summerlin. Its presence here should guarantee far fewer closed-mouth grins.

"We want people to notice your smile for the right reasons, not the wrong ones," says Dr. Randy Bryson, who opened the facility with his wife and partner, Dr. Toni Margio. The two moved from Philadelphia where they operated a cosmetic dentistry facility for over 20 years.

Las Vegas Beautiful Smiles offers a range of services including porcelain veneers (\$1,200-\$1,500 per veneer), invisible braces (\$2,500-\$4,500), porcelain crowns (\$1,000-\$1,200), white fillings (\$300-\$1,100) and gum treatments (\$250-\$1,000). But, the most requested treatment is laser teeth whitening (discounted to \$300 through June with 100 percent of proceeds benefitting Nevada Childhood Cancer Foundation and Teammates for Kids). According to Bryson, a bright, white smile can not only positively impact your personal life, but statistics show it affects people professionally, too.

To define the facility as more than a dentist's office Bryson and Margio paid special attention to the little things. For instance, you won't hear the buzz of a drill as electric hand pieces have replaced them. Nor will you immediately know you've entered a dental facility from the overwhelming fluoride smell in the air. Scented candles ensure it.

The atmosphere comes closer to a medi-spa. Clients enjoy complimentary paraffin wax treatments and TV watching in massage chairs. And, they partake in a "before" and "after" photo shoot, to document their change and commemorate the experience.

The way Bryson sees it, improving your smile goes far beyond aesthetics. "Everyone's smile is unique," says Bryson. "I firmly believe your smile is a very important reflection of your personality."

Las Vegas Beautiful Smiles is located at 1781 Village Center Circle, Suite 110, 445-7075.