



Dr. Carter and staff

First impressions begin with a winning smile

PHOTO BY JOHN DALE

IN TODAY'S ENVIRONMENT, LOOKS MATTER. Whether you like it or not, your appearance directly affects how you are perceived in society. And that perception – be it in the workplace or while you're working out – can often determine how you feel about yourself.

"A smile is usually the first thing people notice about others," said Bruce E. Carter, DMD. Serving Gwinnett County for over 20 years, he should know. "A beautiful smile can really enhance how people feel about themselves, boosting their confidence and self-esteem."

While the doctor's staff is experienced in routine dental procedures, Dr. Carter's real passion is in cosmetic dentistry and complex dental procedures – the kind that can give you that smile you've always wanted and change the way you feel about yourself.

His passion for cosmetic dentistry stems from a love of art and science. Cosmetic dentistry allows him to blend the two.

'Cosmetic dentistry' is all the rage today. The most popular procedures lumped into this category include porcelain veneers – which change the shape, size or color of teeth – tooth bonding, all-porcelain crowns and tooth bleaching.

With treatment methods constantly changing, advanced dental education is critical for a successful outcome.

Dr. Carter hones his skills in this area through many hours of extensive training in smile design and advanced dental care. It's one of the main points that set his practice apart from the others. "It's a misconception that cosmetic dentistry is a specialty," he said. "Anybody can offer it. But what it comes down to – is if you want to be the best, you have to get the top training to learn the ins and outs of each procedure." And patients, of course, reap the rewards of the training.



Dr. Carter discusses treatment options.

SNAPSHOT

Who: Dr. Bruce E. Carter

What: Family and Cosmetic Dentistry

Where: 751 Old Norcross Road, Lawrenceville, GA 30045 (near Gwinnett Medical Center)

Phone: 770-995-7616

Web site: www.gwinnettsmiles.com

VOTED BEST OF GWINNETT

2002, 2003, 2004, 2005

MEMBERSHIPS / AFFILIATIONS:

- Member, Georgia Dental Association
- Member, American Dental Association
- Member, American Academy of Cosmetic Dentistry www.aacd.com
- Alumni, The Pankey Institute for Advanced Dental Education www.pankey.org
- Fellow, Academy of General Dentistry
- Member, Gwinnett Dental Society
- Member, Gwinnett Rotary Club
- Member, Crossroads Community Church, Lawrenceville

DR. CARTER'S PHILOSOPHY ON PATIENT CARE:

"We will do whatever it takes to help our patients better understand what is available to them for treatment. We care for them as we do our own family members in a comfortable and relaxing environment while listening closely to their needs."

LIST OF SERVICES:

- Comprehensive Examination and Consultation
- Preventative Care
- Cosmetic Dentistry
- Implant Dentistry
- Implant Supported Crowns and Bridges
- Implant Supported Dentures



In addition to cosmetic dentistry, Dr. Carter's expertise extends into complex dental rehabilitation with procedures such as implant-supported crowns. "Today's implants simply replace missing teeth," said Dr. Carter. In the past, a bridge would be inserted – which meant cutting down the two teeth on either side of the missing tooth in order to place the bridge.

"Implant supported crowns are much more natural in appearance, allow for better chewing and easier cleaning," according to Dr. Carter. "When the implant is in, it acts like an artificial root – making the jaw stronger by reducing the loss of bone."

This is good news for denture wearers, who can use implants to anchor dentures securely in their mouth, providing an 80% improvement in chewing and alleviating the fear of the denture shifting.

Even with all the training, expertise and experience in current cosmetic dentistry techniques, Dr. Carter strives to find procedures that are the least invasive and least destructive to his patient's teeth. "We do for our patients what we would do for our own family," Dr. Carter said. He discourages treatment that's not beneficial to the patient and their health, and educates them on other possibilities. He urges his patients to beware of the quick fix.

This type of education is key to the practice. "In addition to a very thorough initial exam – which includes digital x-rays and digital photography – we spend a lot of time with our patients to find out their needs and their perceptions," Dr. Carter explains. "We are heavy into educating patients on their options, and we take the time to go over them all."

Dr. Carter's passion for his patients and their dental health is matched only by his passion for his community. He founded the Brighter Smiles for Brighter Futures campaign five years ago to raise money for cancer, particularly breast cancer. In its five-year existence, the campaign has raised nearly a half-a-million dollars, with the generosity and help of many dentists in the

county. Among other civic roles, Dr. Carter is also an active participant in the Gwinnett Rotary Club, Chair of the Unity Place Playground Campaign – Gwinnett County's first handicapped-accessible ball field and playground for children with special needs – and a member of Crossroads Community Church in Lawrenceville.

With Dr. Carter's passion for cosmetic dentistry, a commitment to going the extra mile in educating his patients and staying abreast and adept at new technologies and procedures – he and his staff will continue to help patients create the most naturally beautiful smiles – ultimately increasing the self-worth and uniqueness of the individual. ■

Thanks for choosing us "Best of Gwinnett" for the past 4 years

Bruce E. Carter
DMD, P.C.

Patient
Mike Hayes,
Hayes Chrysler Jeep

First impressions are everything, and a beautiful smile is a big part of that first impression. Let Dr. Carter help you promote your best possible image by starting with your smile.

For more than 20 years, Dr. Carter has been providing excellent family dental care. Whether it's a simple filling or a more detailed procedure, Dr. Carter will help you get the smile that you've dreamed of.

Dr. Carter's practice focuses on:

- Cosmetic Dentistry
- Complex Dental Cases
- Implant Dentistry
- Family Dentistry

Dr. Bruce E. Carter
"Excellence in Oral Health"

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Female Patient
Before and After

Dentistry by
Dr. Bruce E. Carter