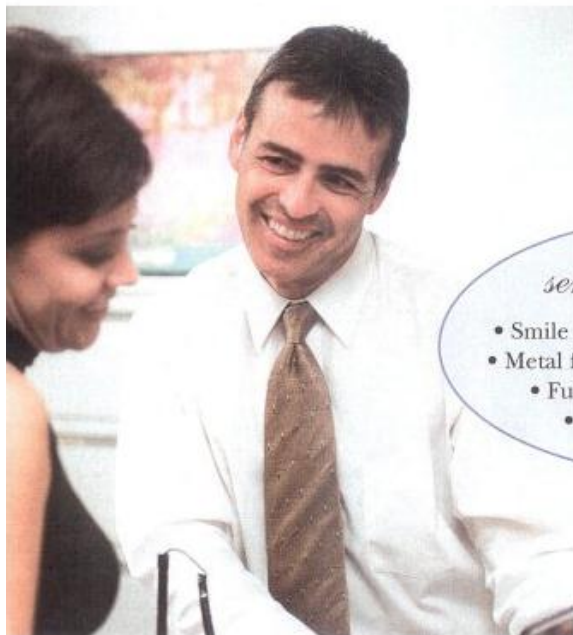


Health, Beauty & Spas



**ROBERT J. YETTO, DDS  
COSMETIC DENTISTRY**



PHOTOGRAPHY BY JIM BUSH

*Health, Beauty & Spas*

*Y*our smile is your calling card. It's the first impression someone sees when you meet them and as we all know, first impressions count. Any number of problems with your teeth can ruin your smile and even keep you from smiling. Discoloration, decay, chips, spaces or crowding, and old dental work can be an embarrassment to you and can take away from your appearance.

It's the importance of a smile that made Dr. Robert J. Yetto focus on smile design and reconstruction as a priority in his continuing education. He has completed more than 1,000 hours in continuing education through the New York State Dental Society, with a concentration in Esthetic and Cosmetic Dentistry, and is one of only 10 dentists in the U.S. and Canada to be granted a Certificate of Proficiency in Esthetic Dentistry from the Esthetic Dentistry Education Center at SUNY/Buffalo.

"It's difficult for consumers to judge the qualifications of dentists when it comes to cosmetic dentistry. There is a tremendous amount of knowledge required of a practitioner to achieve the outstanding results that are possible today," Dr. Yetto said. "That's why I devoted the time to earn the Certificate of Proficiency, and still continue to advance my training in this area, and why I teach at the Esthetic Dentistry Education Center."

In addition to his certifications, Dr. Yetto has a web site, [www.creatingbeautifulsmiles.com](http://www.creatingbeautifulsmiles.com) that clearly illustrates his expertise with smile-enhancing techniques. Dr. Yetto custom-crafts each of his cases with the expert artistic skills of master ceramists.

"If you compare our before and after results with other work, you will clearly see a difference - even if you are not an expert," he said. "Our goal is to achieve the best, most natural and comfortable result that dentistry can offer."

Dr. Yetto's office, at 1301 North Forest Road in Williamsville, features technology such as intraoral cameras, high speed radiography, air abrasion, in-office whitening, laser capabilities and interactive patient education, as well as highly trained staff. But what makes Dr. Yetto so successful is his experience in judging which treatments are right for you and your lifestyle - and his artistry in reconstruction.

"Just because a practitioner knows how to apply the materials to a tooth and make them stick is no guarantee they will look, feel and perform like a natural tooth," he says. "That's where experience and credentials are key."

*services & specialties*

- Smile makeovers & tooth whitening
- Metal free tooth colored restorations
- Full service general dentistry
- New patients welcome

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