

From Buffalo Spree magazine, 2003:

### **Western New York's own "Extreme Makeovers"**

Western New York's own "Extreme Makeovers" has been running for over 20 years! That's how long Dr. Robert J. Yetto has been creating beautiful smiles at 1301 North Forest Road in Williamsville. Singers, actors, television and radio personalities, professors, physicians, even other dentists have benefited from his expertise, custom crafting natural smiles with the expert artistic skills of master ceramists. He's even provided dental prosthetics for local theatre.

Your smile is your calling card, the first impression someone sees when you meet. Problems with your teeth, such as old dental work, discoloration, decay, chips, crowding or spaces can ruin your confidence and even keep you from smiling. It's the importance of a smile that led Dr. Yetto to focus on smile design and reconstruction in over 1200 hours of continuing education. He is one of only 10 dentists to be granted a Certificate of Proficiency from the Esthetic Dentistry Education Center at SUNY/Buffalo. He is also the only private practitioner in WNY to have published in the prestigious, peer-reviewed Journal of Cosmetic Dentistry, and will lecture to a worldwide audience at the 2004 American Academy of Cosmetic Dentistry annual meeting.

Dr. Yetto's website, [www.creatingbeautifulsmiles.com](http://www.creatingbeautifulsmiles.com), clearly illustrates his expertise with smile enhancing techniques. "It's difficult for consumers to judge the qualifications of dentists when it comes to cosmetic dentistry. You should request to view the dentist's portfolio to see the work that they themselves have accomplished," Dr. Yetto said. "There is a tremendous amount of knowledge required to achieve the outstanding results that are possible today." That's why Dr. Yetto has devoted the time to earn the Certificate of Proficiency, continues to advance his training in this area, and why he teaches other dentists at the Center. If you compare his before and after results with others' work, you will clearly see a difference - even if you are not an expert. "Our goal is to achieve the best, most natural, and comfortable result that dentistry can offer."

Dr. Yetto's office features technology such as intraoral cameras, high-speed radiography, air abrasion, in-office whitening, laser gum-lifts, and interactive patient education, as well as a 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 material to a tooth and make it stick is no guarantee it will look, feel and perform like a natural tooth," he says. "That's where experience and credentials are key."