

FineLifestyles

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ONE OF CLEVELAND'S
BEST KEPT SECRETS

THE GLASS BUBBLE PROJECT
MOUNTAIN BIKING IN CLE
SHOWCASING YOUR
NEIGHBORHOOD BUSINESSES



Spread Happiness with a Healthy Smile

By Dylan Tussel Photos Aaron Leyser

You have only one chance to make a good first impression. With a clean, confident smile, you can't go wrong. Braces by DiMassa, with offices in Westlake and Lakewood, offers world-class orthodontic treatments for children, teenagers, and adults of all ages.

Growing up on the West Side of Cleveland, Dr. Thomas DiMassa always had an interest in orthodontics. He graduated from the Case Western Reserve University School of Dental Medicine before receiving his Masters degree in Orthodontics at

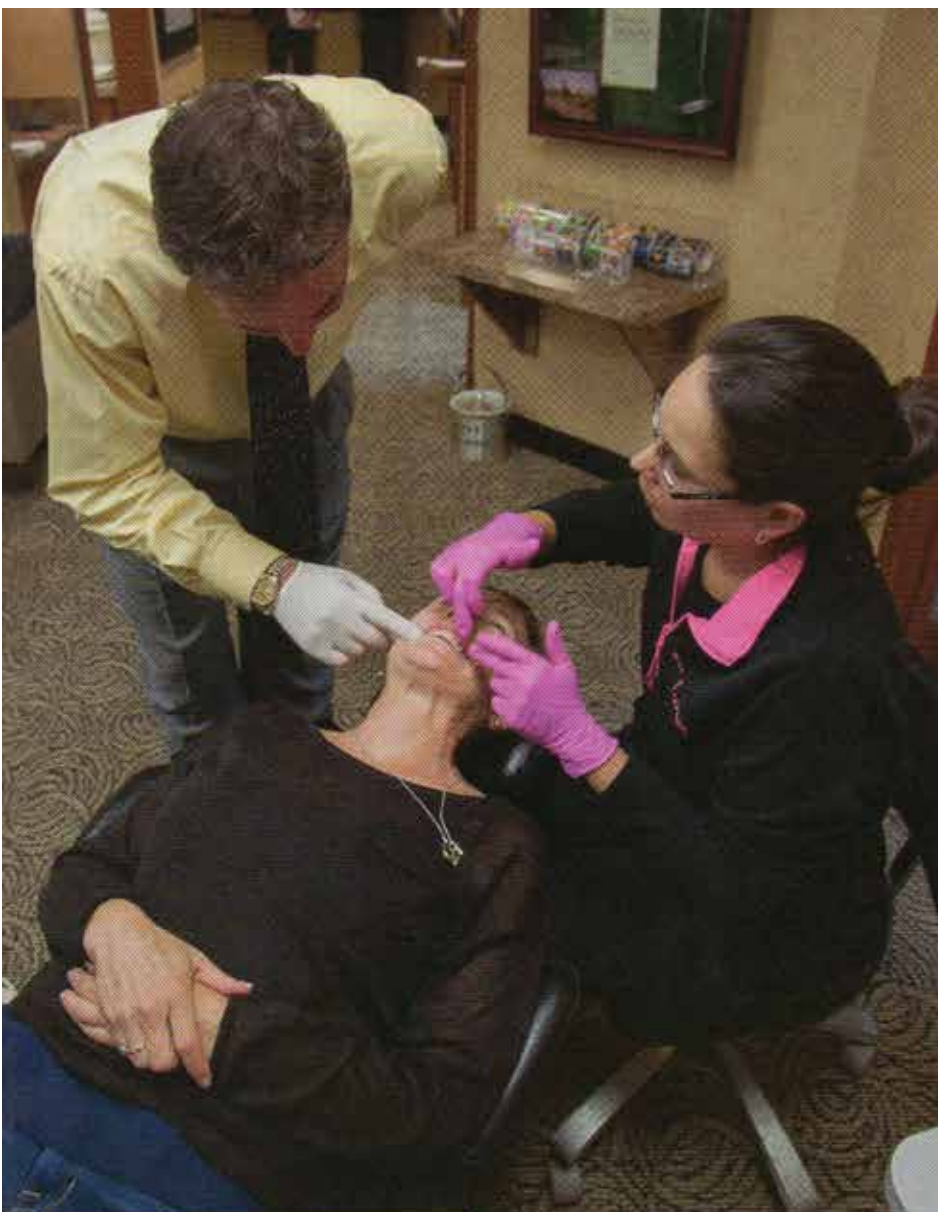
the University of Detroit. Determined to provide the distinctive orthodontic care and service that his office does today, Dr. DiMassa pursued advanced orthodontic certificates obtained by only five percent of orthodontists.

Braces by DiMassa combines its unparalleled service and experience with the latest orthodontic technology to bring its patients' smiles into the 21st century. Using self-ligating brackets, for example, allows Dr. DiMassa to straighten teeth faster and with fewer adjustments — and fewer appointments — than with

conventional braces. Although self-ligating brackets move teeth faster, they use lighter-weight force, which is healthier for the teeth and gums and provides even cleaner results.

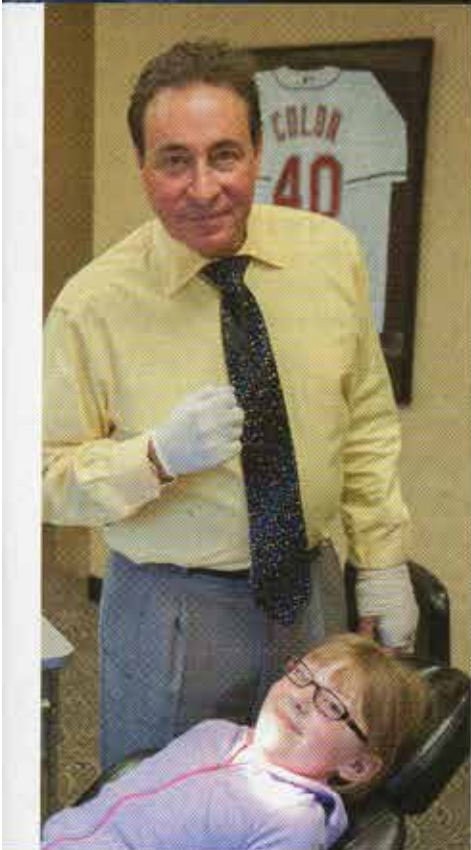
There's no such thing as too old for a perfect smile; Dr. DiMassa has had patients who are in their 80s. Treatment of many bite-related conditions in childhood, though, reduces the length and intensity of the orthodontic services as a teen or adult. Early treatment also provides the best possible end result and drastically reduces the child's risk of developing

ABOVE Melanie, Maureen, Jenn, Dr. Thomas DiMassa, Megan and Crystal



unnoticeable to others and are also easy to remove to eat, brush your teeth, and floss. Dr. DiMassa uses computer imaging with Invisalign to design a set of custom aligners to gradually move your teeth into place.

Lingual brackets are hidden behind your teeth, making them completely invisible even to you. Tooth-colored ceramic brackets, on the other hand, camouflage themselves on the front of your teeth to provide the speed and efficacy of self-ligating brackets while being less noticeable than traditional metal brackets.



severe orthodontic problems in the future. Children should have their first orthodontic visit at age seven, according to the American Dental Association.

At that age, most kids are still timid and uncomfortable about seeing the doctor. But the warm, fun, and experienced team at Braces by DiMassa will make them feel at home while giving you the peace of mind that your child is receiving care from one of the most qualified orthodontic specialists in the Cleveland area.

Dr. DiMassa also offers more discreet treatments, such as Invisalign, lingual brackets, and ceramic brackets, which are especially popular among teenagers and adults.

Invisalign straightens your teeth using a series of clear aligners that are practically

Braces by DiMassa is located at 28885 Center Ridge Road, Suite 203, in Westlake; and 15700 Madison Avenue in Lakewood. Call the Westlake location at 440.899.6600 or the Lakewood office at 216.521.9944 to schedule your free initial examination (for new patients), and ask how the new AcceleDent System can reduce your treatment time by up to 30 percent. Visit bracesbydimassa.com for more on Dr. DiMassa and the services he offers, as well as before and after photos of previous patients' smiles. ■

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