‘Everyone can have a celebrity smile’

By Fred Michmershuizen, Online Editor

In an interview with Dental Tribune, Dr. Emanuel Layliev, director of the New York Center for Cosmetic Dentistry, talks about his high-profile practice in Manhattan, his passion for cosmetic dentistry and how he is able to make a difference in people’s lives — and what it’s like to work with famous celebrities.

Please tell our readers a little bit about yourself and your background.

I am one driven to create healthy, beautiful and memorable smiles, with a sincere focus on the well-being of my patients’ outcome, using the most up-to-date and innovative technology producing high-quality results in a compassionate, caring and gentle atmosphere.

As one committed to this, it’s important to be extremely meticulous with special attention to the intricate nature involved in the field of cosmetic dentistry. I have earned noteworthy distinctions in my field. As one committed to this, it’s important to be extremely meticulous with special attention to the intricate nature involved in the field of cosmetic dentistry. I have earned noteworthy distinctions in my field.

I am an active member in local and national professional associations, am currently the president of the New York Academy of Cosmetic Dentistry and am awaiting publication as an author in a cosmetic dentistry textbook on the subject of conservative composite bonding.

I went to New York University for undergrad and graduated from NYU College of Dentistry in 2001. I completed a full year in a hospital general practice residency and worked in multiple practices for five years before settling down to narrow my focus on cosmetic dentistry.

I have been at my practice as a

Dental advertising on the Internet

All states have laws prohibiting false, deceptive or unsupported statements in dental advertisements, and this includes those found on the Internet. The same guidelines that apply to advertising in newspapers, magazines, telephone books, brochures, radio and TV also apply to advertising on the Internet. (Photo/Gert Frey, www.dreamstime.com)

Healthy gums may lead to healthy lungs

Maintaining periodontal health may contribute to a healthy respiratory system, according to research published in the Journal of Periodontology. A new study suggests that periodontal disease may increase the risk for respiratory infections, such as chronic obstructive pulmonary disease (COPD) and pneumonia. These infections, caused when bacteria from the upper throat are inhaled into the lower respiratory tract, can be severely debilitating and are one of the leading causes of death.

The study included 200 participants between the ages of 20 and 60 with at least 20 natural teeth. Half of the participants were hospitalized patients with a respiratory disease such as pneumonia, COPD or acute bronchitis, and the other half were healthy control subjects with no history of respiratory disease. Each participant underwent a comprehensive oral evaluation
partner at a distinctive and reputable office for nearly five years. I am married to a dental hygienist, and I am the father of two boys with another one on the way.

What made you choose cosmetic dentistry as a specialty area? I adore the craft behind the detail-oriented nature expected in general as a dentist and expanding that to focus on the cosmetic aspect to ensure precision and quality. I grew up loving to draw and engaged in arts and crafts and hobbies of all sort. I love the need to work with my hands to produce controlled results. To create dramatic smile enhancements that immediately transform one’s appearance is very rewarding, and to do so in a pleasant and gentle manner is very enjoyable.

What do you like best about cosmetic dentistry? Just about all of it. I like having the ability to have a tremendous impact on a person’s life, self-esteem and self-confidence. To practice the form of work I’m best in, in a practice that allows me to reach my maximum potential without limitations because I come across clientele who really appreciate the work and really care for their health and strive to better themselves.

I consider my patients’ expectations and input in high regard and value what they ask of me in the cosmetic design to produce smiles that complement their facial features and personality best.

You have a high-profile practice in Manhattan. What do you like best about it? I believe I’m situated at the center of the best in health care and other public services, where quality is paramount, which serves as a standard in care worldwide. Our reputation speaks around the world, attracting clientele from around the world. Patients respect the location and enable us to deliver the best in treatment.

You have been treated a number of well-known patients. What is it like to work on famous smiles such as Hugh Jackman and others? It is very rewarding to acknowledge the trust and confidence they have in us. They are friendly folks with established smiles that set the bar for trends in society. People look up to them as public figures and want to emulate their look and style, and it’s my job to uphold that and to meet their expectations with excellent quality and expertise. Can everyone’s smile be improved upon?

Absolutely! Everyone can have a “celebrity smile” in today’s age. There are various options to enhance. It can range from the dramatic to the ever so slightest change; small changes these days can have great effects. As long as the simple rule of golden proportion is followed, we can create an amazing result by imparting a look of balance and symmetry.

Are there any specific products that you find most useful in helping patients improve their smiles? Which ones? Yes, of course. I’m always looking for the best stuff to maintain, protect and preserve natural teeth and dental work. Home care is very important to ensure long-term health. The toothpaste, mouth rinse, toothbrush, floss, among other tools, are all essential; as long as one is committed and using what will enable him or her to be effective and conscientious. Companies are always conducting tests to improve products, and with updates in technology, new products arise constantly. We should be mindful to use those that serve the greatest benefit with the least harm.

After gathering data, I find the Dentisse brand to be very effective. With toothpastes, the goal is to create the best-polished surface, without deleterious abrasion, to get the best of both worlds. Dentisse toothpaste is a premier natural non- abrasive paste that contains kaolin clay to produce the benefits.

The Dentisse mouth rinse is wonderful because it’s a clear, alcohol-free, natural rinse with impressive elements. Their lip balm is effective too because it’s not just the mouth, but the lips that are just as important to upkeep in cosmetic dentistry for they serve as the frame.

Is there anything you would like to add? The trend these days is to be as dramatic as possible. People are asking for the least invasive procedures, and it’s our job to be skillful in the conservatively approach in producing smiles that will continue to impress.