



Service With Your Smile

A TRIP TO THE DENTIST WAS NEVER A CHIC EXPERIENCE-UNTIL NOW. FROM SOOTHING NECK MASSAGES TO SPRAWLING ROOFTOP GARDENS, THE PAMPERING PERKS AT THESE TOP DENTAL DAY SPAS TRANSFORM A TRIP TO THE DENTIST INTO A LUXURIOUS EXPERIENCE.

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AROMATHERAPY CANDLES BURN ALL AROUND YOU AS A MASSEUSE WORKS HER MAGIC ON YOUR FEET, which you'll squeeze into your sexiest stilettos tonight for that dinner reservation booked just moments ago by the concierge. Where are you? You're at the dentist's office. Well, sort of. Eager to help patients feel at ease in their chairs, cosmetic dentists are now following in the footsteps of plastic surgeons and dermatologists, offering their patients spa services and VIP perks in surroundings far more plush than the typical sterile office. Some dentists have added just a few select indulgences to their practice, while others are part of full-scale mega-spas where teeth treatments are only the beginning on a long list of menu options. Though some dentists shrug this all off as a fad that will soon fade, patients are lining up to book appointments. Check out these stylish locations, which are helping to give dentistry a very soothing name.



IMAGEMAX DENTAL DAY SPA, HOUSTON

Cleanse your mind, your spirit and, oh yes, your teeth, at this full-service, health-oriented facility. Try the signature bubble-jet gum massage for a sparkling clean mouth, chill out in the Japanese Zen garden or take in some high-quality O2 at the oxygen-breathing bar. 713-781-0505; dentaldayspa.com

SPADENT DENTAL SPA AND SALON, HERMITAGE, PA

Though situated in a quiet area of western Pennsylvania, the only thing small-town about this state-of-the-art spa and salon is the fresh baked cookies offered upon arrival. The Totally Teeth and Tan package, which includes a one-hour laser whitening and a six-second spray-on tan, will impress any metropolitan woman. 724-962-4722; spadent.com

SMILEOASIS SPA, NEW YORK CITY

Manhattan ladies-on-the-go pop into this pampering haven, run by A-list dentist Jeff Golub-Evans, DDS. Patients (including Kim Cattrall) get their teeth polished and pretty with the Floss & Gloss treatment, and their pout soft and sexy with the Ayurvedic Lip Exfoliation. 212-288-4455; nyccd.com

DENTAL SPA ON FIRST, FRESNO

It's almost impossible to walk out of this friendly facility without looking flawless. Get a blowout while your pedicure dries, then check in with the on-staff dermatologist for an injectable filler or Botox. With all this excitement, don't forget your laser teeth-whitening session. 559-229-6249; dentalspaonfirst.com

ROZENBERG DENTAL DAY SPA, NEW YORK CITY

With the soft glow of candles, New Age music, lingering aromatherapy scents and a white-on-white decor as a backdrop, Dr. Lana Rozenberg's office suite is unlike any dental facility you've ever visited before. Beyond standard dental procedures, Dr. Rozenberg also provides packages that give your smile as well as your attitude an overall a boost. The "Smile Saver" combines computer cosmetic imaging, digital radiography, powerful polishing and a therapeutic neck and jaw massage for a truly fresh experience. 212-265-7724; rozenbergdds.com

ORA DENTISTRY SPA, BEVERLY HILLS

Take in the view from the rooftop garden at this brand-new luxury locale, situated in a penthouse atop Rodeo Drive. While the concierge arranges for your dog to be walked, select your preferred treatment room decor; shall it be sleek and modern or warm and cozy? Then, slip on fiber-optic goggles that play your favorite television show while the dentist gets to work on your teeth. 310-273-0848; ora-relax.com

THE DENTAL DAY SPA, HONOLULU

Slip away to a tropical paradise at the office of Wynn Okuda, DMD, and come home with a beaming smile. The staff at this posh venue will assist in planning your Hawaiian Smile Vacation. They'll organize everything from dinner reservations to sporting activities around your dental treatments, then send a limo to pick you up for your services. 808-734-1099; cosmeticdentistryhawaii.com

A PATIENT'S STORY

Everyone experiences the pre-dentist jitters, but upon entering the Merdel Day Spa, the butterflies in my stomach flew right out the window. From the flickering aromatherapy candles to the soothing music and tinkling waterfall, part of me thought I had taken a wrong turn when I went looking for Dr. Mehrnaz Naini's office. I surveyed the scene from a deep, comfy couch—no standard issue waiting room chairs here—and my mind drifted away from my pending dental work to the tray of cookies and Belgian chocolates I spied across the calming earth-toned room.

Once whisked into the treatment room, the chair-side, flat screen TV was the first thing I saw. Before I knew it, I was wrapped up in a freshly laundered blanket with a pillow under my head. As if I weren't comfortable enough, the spa's massage therapist, Sharon, began working out any tension that was left in my head and neck muscles (silently I vowed never to miss my twice-a-year cleaning appointment). The highlight of my visit was the snapshot session, when Dr. Naini showed me the inside of my mouth on the TV's flat screen. Two episodes of Friends and a squeaky-clean set of teeth later, Sharon escorted me into the massage room for some head-to-toe hands on healing. An hour later, as I floated out of the treatment room, I was more than happy to schedule my next appointment. Maybe I could use a cleaning three times a year...Merdel Dental Spa; Tysons Corner, Virginia, 703-827-8282