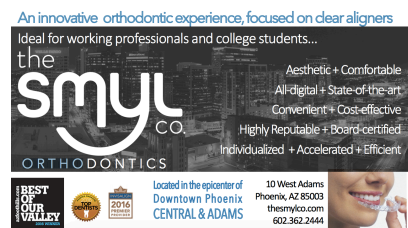


# The Smyl Co. Orthodontics Opens in Downtown Phoenix

Written by Christina Silvestri

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The Smyl Co. offers a new concept in orthodontic care that will be focused on providing the most aesthetic and virtually invisible treatment options. Centrally located off of Adams St. and Central Ave., the center will cater to Downtown Phoenix working professionals, residents, and students that want to straighten their teeth but need aesthetic alternatives to traditional braces. Digitally-crafted clear aligners, like Invisalign and SureSmile, will be utilized to provide individualized treatment in a world class, state-of-the-art environment geared for the busy individual.



The focus is on convenience. Located in the epicenter of Downtown Phoenix, easily accessible from all office and residential buildings. A light rail stop is a few steps away from the front door. The Smyl Co. office is open Monday through Friday, including lunchtime. Product delivery to your office, virtual consultations that can be accessed on your schedule, and flexible appointment times will make the experience unique and exceptional.

The Smyl Co.'s Dr. Tal Masserman, Dr. Michael Feinberg, and Dr. Bruce Goldstein are all board-certified orthodontists and are highly reputable in the community, honored as Phoenix Magazine Top Dentists, and winning the 2016 Best Orthodontists in Arizona Foothills Magazine. Only 30 percent of all Orthodontists are Board Certified by the American Board of Orthodontics, a distinction that The Smyl Co. Orthodontists are proud to hold. The doctors teach, lecture internationally and are considered experts in the field of digital orthodontics.

They offer both an Align and a Refine program. The Align program will cater to those individuals that require more comprehensive treatment. The goal will be to achieve the most ideal treatment result possible. The Refine (express) program will be for patients that want only limited tooth movement. This program is ideal for people that had previous orthodontic treatment and have stopped wearing their retainers or for those individuals that want to minimize their treatment. This program offers a less expensive alternative that still achieves the smile that you want.

To celebrate its grand opening, The Smyl Co. is offering a free Glo Whitening Kit (a \$300 value) to all new patients starting treatment throughout December. For more information and to view other promotions please visit [www.thesmylco.com](http://www.thesmylco.com).

*The Smyl Co. is located at 10 W. Adams St., Phoenix, AZ 85003.*