

all-digital + board certified + highly reputable + state-of-the-art

the **smyl** CO. ORTHODONTICS

thesmylco.com  
602.362.2444

Best of Our Valley

Best of Our Valley

Ideal for working professionals & college students

Board Certified Orthodontist

Orthodontist

Dentist

Board certification requires hundreds of additional hours of preparation to test judgment, skill and knowledge to demonstrate the highest quality of orthodontic care.

ABO American Board of Orthodontics

For over 30 years, families have been entrusting their orthodontic treatment to the orthodontists of Smyl Co. While Smyl Co is a brand new all-digital, state-of-the-art orthodontic office in downtown Phoenix; thousands of families have known them as the orthodontists of [Affiliated Pediatric Dentistry and Orthodontics](#) (APDO). Don't worry APDO patients, the opening of Smyl Co. does not mean Drs. Bruce Goldstein, Michael Feinberg, and Tal Masserman are going anywhere they are committed to diligent and innovative patient coordination and scheduling so that they can still offer their patients at all locations the exceptional care that they have become known for.

Unlike APDO, Smyl Co. is only orthodontics, specifically adult orthodontics. "Parents have entrusted us with their children's orthodontic treatment, now it's the parents turn to have the smile they've always wanted", said Dr. Bruce Goldstein. Smyl Co. utilizes the latest technology to feature: the most aesthetic options, shortened length of time in treatment, lengthened amount of time between appointments, minimum patient discomfort, and optimal results. "Additionally, our adult patients appreciate, that while their dentist may offer products like Invisalign, orthodontic treatment is a specialty that requires focus, education, and experience beyond dental school" said Dr. Michael Feinberg.

## Orthodontist vs. Dentist for Straightening Teeth

Many dentists are now offering Invisalign, so why not just use them? Why go to an orthodontist? Only about 5% of dental professionals go on to complete the additional education required to become orthodontists; and only 1.7% go on to become board certified by the American Board of Orthodontics, according to the U.S. Bureau of Labor Statistics.

After completing an undergraduate pre-dental bachelor's degree, every dentist and orthodontist completes a four-year dental school program to become a Doctor of Dental Surgery (D.D.S.) or a Doctor of Dental Medicine (D.M.D.). Orthodontists then go on to complete an additional two or three-year orthodontic graduate program to obtain a Masters of Science (MS) degree in Orthodontics. For dentists to offer Invisalign, all they have to do complete a mere 10 continuing education hours.

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## ABO Certified Smyl Co Orthodontists vs. Non-ABO Certified Orthodontists

Smyl Co.'s orthodontists are all board certified by the American Board of Orthodontics (ABO). The ABO was created to continually improve the overall quality of orthodontic specialty care. To be certified by the ABO, a dentist must have completed an orthodontic program that is accredited, complete a written exam, submit several cases for at clinical exam, undergo a peer review, and are under continued re-evaluation. This re-evaluation, or continued re-certification, is to ensure improvement of skills. Nonmembers go unevaluated for years, and skills can decline rather than improve.

Dr. Tal Masserman, Dr. Michael Feinberg, and Dr. Bruce Goldstein are highly reputable, honored as Phoenix Magazine Top Dentists, and winning the 2016 and 2017 Best Orthodontists in Arizona Foothills Magazine. The doctors teach, lecture internationally, are considered experts in the field of digital orthodontics, and are leaders in utilizing and offering the latest in orthodontic technology.

## Adult Orthodontics vs. Kids' Orthodontics

Smyl Co. delivers a personalized, precise, efficient, and comfortable treatment experience, while simultaneously offering the flexibility and convenience that busy professionals demand. The pediatric dentists at APDO can only treat patients until they are 26 years old, on-the-other-hand there is no age limit for orthodontic treatment at APDO; so our orthodontists have been treating adults for years. "The majority of our orthodontic patients at APDO are under 18, but we have seen a significant increase in demand for adult orthodontics in the last 5 years", said Dr. Michael Feinberg. "That was the impetus to bring Smyl Co to downtown Phoenix and offer this new concept in orthodontic care", added Dr. Tal Masserman.

## Smyl Co. Orthodontics: Quality, Experience, and Innovation Meet

Written by Christina Silvestri

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There are differences between adult orthodontics and that of children and teens. Among other complexities, adults often have existing restorations, their bone is less reactive to mechanical forces, and tissue remodeling associated with tooth movement is slower than in younger patients. Pretreatment concerns include: 'How will I look?', 'Will it be painful?', 'How long will it take?', 'How will I keep my teeth clean?', 'What will others think?' The Smyl Co.'s hi-tech answers include: virtual consultations, digital intraoral scans that eliminate messy putty impressions, 3D computer imaging to customize clear aligners, portable soft-pulse appliances used to gently accelerate the movement of teeth, and an LED whitening system.

Smyl Co.'s patients benefit from board certified, highly reputable and experienced orthodontists, combined with today's most innovative orthodontic solutions. Smyl Co gladly accepts most major insurance plans. Call 602-362-2444 today to schedule your complimentary initial examination.