

Smyl Co. Offers Hi-Tech Orthodontic Solutions for Adults

Written by Christina Silvestri

[Smyl Co.](#) in Downtown Phoenix offers an innovative concept in orthodontic treatment catering to working professionals and college students. The state-of-the-art, all digital office delivers a personalized, precise, efficient, and comfortable treatment experience, while simultaneously offering the flexibility and convenience that busy professionals demand.



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. Exceptional patient care was the catalyst to offer the most innovative and hi-tech solutions. "Treatment is easier than ever, it complements our patients' lifestyles, and is compatible with their professional needs and social lives", said [Dr. Bruce Goldstein](#), Board Certified Orthodontist at Smyl Co.

My Time, My Smile

"A growing number of adults are seeking orthodontic treatment to achieve the perfect smile", explains [Dr. Michael Feinberg](#), another Smyl Co.'s Board Certified Orthodontists. Statistics from the American Association of Orthodontists AAO, show that the number of adult patients has increased significantly since patient census data began to be collected in 1982. More than 1.2 million adults in the US received orthodontic treatment in 2015.

Straight Teeth Associated with Success

"Today's professionals and college students understand that first impressions are important." Explains [Dr. Tal Masserman](#), another Board Certified Orthodontist at Smyl Co. Behind the Smile, a perception study conducted by Kelton, confirmed that people with straight teeth are perceived as more successful and smarter. "Whether we like it or not, the 'Behind the Smile' study, proves that the alignment of teeth is a factor in assumptions regarding success, popularity, intelligence, and general health", added Dr. Tal Masserman.

Discretion. Comfort. Efficiency. Convenience

Just because people want the perfect smile, doesn't mean that they don't have concerns. Pretreatment concerns include: 'How will I look?', 'How much will it cost', 'Will my insurance cover it', 'How long will it take?', 'What will others think?'

The Smyl Co. has the answers for you including:

- Virtual consultations, to answer your insurance questions and discuss flexible payment plans
- 3D computer imaging to customize clear aligners, portable soft-pulse appliances used to gently accelerate the movement of teeth
- Digital intraoral scans that eliminate messy putty impressions
- And a complimentary LED whitening system when you start your orthodontic treatment

Today's adult patient does not want to sacrifice appearance, time, convenience, or comfort; and if you are a Smyl Co. patient, you don't have to. And yes, we gladly accept most major insurance plans.

Call 602-362-2444 today to schedule your complimentary initial examination.

[The Smyl Co. is located at 10 W. Adams St., Phoenix, AZ 85003.](#)