

BEAUTIFUL TEETH, NO DISCOMFORT.

LUMINEERS offer a beautiful smile without anesthetic shots or the need to grind away healthy tooth structure. LUMINEERS can also change the appearance of old, discolored restorations.

Heredity was working against Janelle Boromei's pretty smile.

"My mom has very small teeth," shares Janelle, "and my teeth were very small, too. And stained. My teeth weren't misshapen or misaligned," she allows, "but I was self-conscious about them, and I'd never smile if there was a camera around. What I really wanted were big, perfect, white teeth."

Fortunately, the same family that presented Janelle with her dental challenge also provided her with a solution.

"My uncle is Dr. Hank Insko, and he's been my dentist since I was about three years old," says Janelle. "I'm 23 now, and I work as the receptionist in my uncle's dental office. He's fun, and he's warm, and he's very caring and gentle. Every day, I see the excellent results he achieves for all of his patients."

"About a year ago, I talked to him about my desire to improve my own smile. I knew that crowns or veneers could improve the size, shape, and color of my teeth, but both those options require shaving or grinding away some of the natural tooth structure."

"I didn't like having healthy tooth structure removed, especially when I'm only in my twenties," says Janelle, "so I was excited when my uncle told me about Cerinate porcelain LUMINEERS."

Excellent solution

"LUMINEERS, by Den-Mat Corporation, are an important evolution in dentistry," confirms Dr. Insko. "Cerinate porcelain has been clinically proven to last for more than twenty years when bonded to the natural tooth with the right adhesives, yet LUMINEERS are a reversible improvement. The porcelain used to create LUMINEERS is exceptionally strong, so it can be fashioned into shells as thin as a contact lens and still stand up to contouring, finishing and polishing after placement."

"They were an excellent choice for Janelle because someone her age isn't forced to limit her future dental options by committing to an irreversible treatment plan with veneers or crowns. Both those procedures require a significant amount of shaving and grinding to prepare the teeth to receive those restorations."

LUMINEERS have other benefits, adds Dr. Insko.

If existing restorations have become stained or misaligned, LUMINEERS can be affixed to crowns, bridges or veneers to provide a beautiful, natural appearance.

LUMINEERS can be as translucent or as opaque as the patient prefers, and either choice delivers the same thin, aesthetic profile on the fronts of the teeth while providing effective coverage of difficult discolorations like those caused by



BRIGHT AND BEAUTIFUL
Janelle and her LUMINEERS: Janelle no longer shies away from flashing a happy smile when it's time to face the camera.

PHOTO COURTESY OF DR. INSKO

the medication tetracycline.

LUMINEERS also resist micro-leakage and micro-cracking, reducing the risk of admitting decay-causing bacteria beneath the porcelain shells.

Because sensitive tooth structure beneath the natural enamel is not disrupted by shaving or grinding, no anesthetic shots are required prior to placing LUMINEERS, and there is no post-placement sensitivity. LUMINEERS can be placed in just two office visits: one to take impressions to guide the fabrication of the customized restorations, and another to place them, painlessly, in about two hours.

"People should know, too, that Dr. Insko is not only an excellent dentist, but a meticulous artist in dentistry," adds Janelle. "At the first office visit, he takes impressions of the teeth and helps the patient select the shape and shade of the teeth that will result in the brightest, most beautiful, most natural smile. That visit takes about thirty minutes to an hour."

"When the LUMINEERS are ready to be affixed to the teeth, Dr. Insko's artistry really shines," says Janelle. "It takes about an hour to place the LUMINEERS, but

EXPERIENCE THE DIFFERENCE!



Hank Insko, DDS

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Dr. Insko then spends time shaping and polishing each shell so they all look absolutely natural. That involves contouring at the gum line as well as at the incisal [biting/chewing] edge of the teeth, and it's that kind of attention to detail that really sets Dr. Insko's results apart from so many others."

Spa dentistry

"That meticulous attention to detail is something we bring to each patient's treatment plan, no matter what that entails," says Dr. Insko. "We have created an environment in our office that immediately embraces patients with a spa-like

ambiance, from the gracious furnishings we provide for their comfort, to special touches like hand-waxing and soft music.

"So many people say that they have had unpleasant experiences while visiting the dentist in the past," observes Dr. Insko. "When patients visit our office, we want to replace their memories of those experiences with something better: warmth, personalized attention and the most beautiful results possible."

This is true whether a patient desires the convenience and quick results of professional teeth whitening with the Zoom! Chairside Whitening System, the discreet realignment of a bite with Invisalign invisible braces or more comprehensive oral reconstruction with leading-edge crowns and bridgework.

Dr. Insko notes that laser technology has provided great advances in the practice of modern dentistry.

"We can use lasers diagnostically to catch small cavities at such an early stage that we do not need pain-reducing Novocain to fill them," he informs.

"Laser treatment is also possible, both for the soft tissue of the gums and the hard tissue of teeth and bones," he continues.

One of the advantages to laser gum surgery is the ability to give the teeth a longer appearance without the need for restorations to provide that added length.

"Some patients who complain of 'short teeth' actually have too much gum tissue," points out Dr. Insko. "Lasers allow us to 'lengthen' the teeth simply by reducing that gum tissue. The laser makes it possible to reduce gum tissue in selected cases using only topical anesthetic, and patients find that the treatment area heals more comfortably and quickly than with other treatment protocols."

"We also can use laser technology to prepare the teeth to receive restorations."

"Canker sores as well as cold sores on the gums and inside the lips can be quickly and successfully treated with laser energy, too," he adds.

All of these advanced procedures are performed in the quiet comfort of Dr. Insko's office.

Janelle's outcome

"My LUMINEERS were placed about a year ago," says Janelle, "and they're still bright and beautiful! I don't have to worry about whitening my teeth, now, because my LUMINEERS resist staining and discoloration. They feel totally natural, too. I don't have any worries about chewing or biting into anything with my teeth."

"I get so many compliments on my smile, now, and because Dr. Insko used such artistry in 'finishing' my LUMINEERS, people have no idea that these aren't my natural teeth."

"I smile a lot more now, and since I'm the receptionist in my uncle's office, my smile is a great testimonial to his skill. People who come in for a LUMINEERS consultation are really excited when they realize I'm a patient, too."

"If someone isn't happy with his or her smile, they really ought to come see Dr. Insko." **FHCN**—Billie S. Noakes



Hank Insko, DDS, completed his undergraduate studies at the University of Florida, Gainesville, and earned his dentistry degree from Meharry Dental College, Nashville, TN. He has completed additional training through the Dawson Occlusion Seminar and at the Las Vegas Institute. Dr. Insko is a certified provider of Invisalign invisible braces, LUMINEERS, Zoom2 and Advanced Power Zoom and Laser Dentistry. He is a member of the American Dental Association, Seattle Study Club, Pinnacle Study Club of Tampa Bay, and the Upper Pinellas County Dental Society. He has been in practice in Oldsmar since 1982.