

Afraid to Smile? Fear No More!

By Monica Gonzalez-Rendon

Dr. Justin Geller is the founder of JMG Dentistry, PLC in Novi, where he specializes in veneers and cosmetic dentistry. Dr. Geller offers a wide range of services, including white fillings, implants, root canals, teeth whitening, crowns and bridges, dentures, and surgical procedures. He began his career as a dentist six years ago, at the WaterTower in Chicago, where his patients were primarily interested in cosmetic dental procedures. Cosmetic dentistry is where Dr. Geller has found his niche, and his experiences with patients over the years coupled with strong ethical standards lead him to start his own practice two years ago. Dr. Geller's work has been showcased on Oprah, and provides the same level of workmanship and perfection to every patient he develops a relationship with.

Dr. Geller, what motivated you to open up your own practice?

Working in the industry for a few years, I quickly discovered that I had created my own set of expectations for myself, and the patients I worked with. My desire was to provide a warm, friendly environment, where patients could expect honesty and excellent dentistry. I have implemented these standards and quality practices into JMG Dentistry.

What can people expect when they visit JMG Dentistry?

I take my time with every patient, making sure that I understand their individual dental needs. In our office, every patient is treated with the same level of respect, whether they have an insurance plan we accept or not. Because every person has unique needs, every patient is given individualized and personal attention. I give the patients all of their treatment options and let them make the final decision.

What sets you apart from other dental offices?

We are a state-of-the-art office with digital x-rays, intraoral cameras, laser detection devices, computerized rooms with TV monitors for patients to watch cable TV and for patient education. PlayStation 2 in the kids area and a warm, inviting decor. With digital x-rays, radiation exposure is reduced up to 90% and the patients can actually see for themselves the type of work that needs to be done. A picture is worth a thousand words and our intraoral cameras allow the patients to actually see what is going on with their teeth. We accept patients from two years old to the elderly and we don't hold back from giving the best treatment possible. We want families to grow with us!

I know that your patients can receive a wide range of basic dental services, but tell me more about veneers and cosmetic dentistry?

In the past 10-15 years, veneers and cosmetic dentistry has really grown. Extreme makeover shows have really helped us with people who want to improve their smile and their lives. Candidates for these types of procedures are those people who have crooked teeth, and don't want braces, stained teeth, misshaped teeth, or people who want to change their smile. There are many people who have endured years of embarrassment because of their teeth, and the use of veneers and cosmetic dentistry can completely change their lives.

What is it that attracts you and makes you so passionate about cosmetic dentistry?

I specialize in this area of dentistry because I've seen lives changed and people's self-esteem improved. I have patients that continue to call and thank me for the work that was done on their smile. This is the fun part of Dentistry; it makes me feel good to change somebody's smile and boost their confidence.

What types of payment plans do you offer to people who wish to have these procedures done?

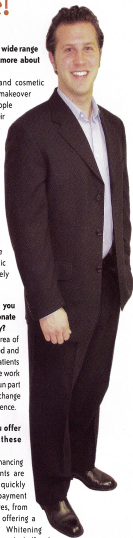
For those who qualify, we offer 0% financing for up to a year. Most of our patients are extended this payment option and quickly take advantage of it. Financing and payment options are available for all procedures, from fillings to veneers. We are currently offering a special savings on our ZOOM 2 Whitening Treatment. The treatment takes an hour and a half and is currently priced at \$350. Our take-home bleaching trays, which I recommend most, will cost you only \$99.



Before



After
Dentistry by Dr. Geller



JMG Dentistry, PLC
Dr. Justin Geller, D.D.S.
31202 Novi Road, Novi, MI 48377
248-926-4030