

New York Periodontist Now Offering Laser Treatment to Lighten Dark Gums

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New York Periodontist Dr. Joseph Zelig, Can Lighten Dark Spots on Gums of Patients With a Painless Laser Treatment; Hyper Pigmentation, or Dark Gums, Is Prevalent in Patients With Darker Complexions

NEW YORK, NY - Smile in the City Dental Group's New York periodontist Dr. Joseph Zelig announced they are now offering a new laser treatment for dark gums that lightens the hyper pigmentation, or dark areas of the gums.

Using Waterlase(TM) technology, Dr. Zelig can painlessly and accurately remove the dark spots and discoloration of the gums. Patients who have dark complexions usually select the procedure to eliminate these problem areas.

Laser treatment of dark gums is painless, and can be done in as little as one office visit. The procedure requires only local anesthetic and usually results in minimal pain. The healing time is usually very brief.

"Having a bright, natural-looking smile with pink and healthy looking gums changes the way people think about themselves. It gives them a boost of confidence; they smile more, feel more outgoing, and seem more approachable. Eliminating dark spots and discoloration from your gums with laser surgery is a quick and easy way to accomplish this," says Dr. Zelig of Smile in the City Dental Group.

The New York periodontist went on to say, "Most people don't realize that healthy looking gums are one of the most notable things about their smile. Gums offer a setting for the teeth. If the setting isn't attractive, then neither is the finished smile. I love seeing the look on patients' faces when they smile in the mirror for the first time and see that beautiful smile reflecting back at them!"

Appointments for the laser treatment are currently available through the Smile in the City website (<http://www.smileinthecity.com>). Clients will be contacted within 24 hours to confirm. Smile in

the City offers evening appointments on Mondays and Wednesdays and early morning appointments throughout the week.

Dr. Zelig, D.D.S. is a Board Certified Periodontist and is a Diplomate of the American Board of Periodontology. He is a graduate of the New York College of Dentistry where he ranked among the top 10% of the graduating class. After completing dental school, he continued his training at New York University for an additional three years post-graduate training in periodontics.

Dr. Zelig also holds a permit in intravenous conscious sedation from the New York State Board of Dentistry and is fully trained and qualified to perform I.V. sedation. He is often cited as one of the premier dentists practicing laser dentistry in New York and has given presentations at the Greater New York Dental Convention, the Northeastern Society of Periodontists and the Metropolitan Periodontal Symposium. Dr. Zelig is a member of the American Academy of Periodontology, the Northeastern Society of Periodontists, and the International Congress of Oral Implantology.

About Smile in the City: Located in Manhattan, just two blocks from Grand Central Station, Smile in the City offers laser dentistry New York patients can trust. Our doctors have taken three extra years of training in advanced, specialized, and cosmetic dentistry and are specialists in the fields of periodontics, prosthodontics, and endodontics.

Smile in the City is a "scalpel-free" New York dentist. Most periodontol and implant procedures are done with the Waterlase® dental laser. This is a continuation of our philosophy to provide a minimally-invasive and comfortable dental experience. At Smile in the City, we make your smile dream come true.

