

AS SEEN IN

ORANGE COAST

THE MAGAZINE OF ORANGE COUNTY

Michael Ross, D.D.S., FAGD

Any good dentist/patient relationship is built on trust. But finding a dentist who has a combination of superb listening and communication skills, years of experience in the field, and a wealth of knowledge about the latest cosmetic procedures is no simple undertaking. At the office of Dr. Michael E. Ross of Huntington Beach, you will find all of these qualities and more.

"We are committed to providing extraordinary service and world-class dental care that will create a lifetime of dental health for all our patients," says Dr. Ross. "My goal is to build long-term relationships with my patients—relationships built on trust, caring, and understanding as we focus on their individual concerns, needs, and values."

When you think about it, your smile is one of your most important facial features, and making cosmetic changes or improvements should not be undertaken lightly. Recognized as an artist in his field, Dr. Ross works closely with his team of laboratory technicians to help you achieve a smile that looks natural and healthy. "A smile makeover can be as simple as whitening the teeth or may involve replacing or resurfacing worn, misaligned, or missing teeth," explains Dr. Ross. "We do a personalized smile design for each patient to customize the desired look, and by using computer imaging, we can give patients a preview of their final results."

For more than 30 years, Dr. Ross has been offering his patients the utmost in personalized care, along with state-of-the-art modern touches that make your dental visit as comfortable as possible. From twilight sleep, nitrous oxide, and custom headrests and back support to stereo headphones and cozy blankets, Dr. Ross and his staff will put your mind and body at ease.

Of course, good communication is a key to developing that all-important element of trust. Dr. Ross is known by

all of his patients as an exceptional listener who takes the time to clearly explain all aspects of your dental treatment.

"The first responsibility of any doctor is to help patients understand their choices. We enjoy taking the time to get to know each of our patients personally, and helping them make the best choices possible to create a healthy, winning smile."

Dr. Ross is committed to continuing education and offers his patients state-of-the-art dental options using all of the latest technology, including computer imaging, digital photography, intraoral cameras, intraoral magnification, and microsurgical techniques. And whether you are in need of cosmetic treatment, preventive care, or just exceptional general dentistry, Dr. Ross and his team of experienced specialists can offer you skilled, knowledgeable care. Services include all forms of cosmetic treatment, reconstructive and implant dentistry, TMJ treatment, thorough hygiene care, bacterial testing for gum disease, and periodontal therapy.

Since his graduation from UCLA School of Dentistry in 1971, Dr. Ross has completed

more than 5,000 hours of continuing and advanced dental education during his 30-year career. He is an active member in the following organizations: fellow of the Academy of General Dentistry; American Academy of Cosmetic Dentistry; American Academy of Implant Dentistry; Academy of Osseointegration; Newport Harbor Academy of Dentistry; South Coast Academy of Dentistry; American Dental Association; California Dental Association; and Orange County Dental Association.

Are you looking for a dentist you can really trust? Someone who will listen to your concerns and give you the results you want? Dr. Michael Ross and his team of experts will help you to achieve a beautiful, healthy smile that will last a lifetime.



