

DR. DANA FALLON

WHY DID YOU BECOME A COSMETIC DENTIST It brings out the artist in me **BEST ADVICE YOU'VE RECEIVED** Have passion for your work **WHAT FASCINATES YOU MOST ABOUT THE HUMAN BODY** The soul **ANTI-AGING ADVICE** Exercise and nutrition. There's no substitute **ALTERNATIVE OCCUPATION** Personal trainer **PLACE YOU GO TO ESCAPE THE OFFICE** Out for a bike ride **FRAMED PHOTOS ON YOUR DESK** My wife and our cats **RIGHT NOW I'M READING** The Tipping Point, by Malcolm Gladwell **I WOULD LOVE TO OWN** I have everything I need



CREATING CROWNS AND VENEERS

Dr. Fallon may be a solo practitioner, but he has a close partner far away for creating crowns and veneers: master ceramist Brad Jones from Boise, Idaho. To hear Dr. Fallon tell it, the two practitioners' minds have worked as one since they first began collaborating in 1998. The pairing followed a **CLINICAL COURSE** on **ADVANCED AESTHETICS** in San Francisco, where the goal was "to get the ceramist and the dentist on the same page." It worked. Now, Dr. Fallon takes the lead using detailed **CLINICAL PHOTOGRAPHY**, which meets the American Academy of Cosmetic Dentistry's 12-photo standard. The images are then transmitted 2,100 miles away to Boise and allow the ceramist to match details such as more **NATURAL, NON-MONOCHROMATIC COLOR**, or how the upper or lower eyeteeth should be a little darker than the teeth beside them. The result is top-quality restoration, porcelain work undetectable to the patient or to anyone else. "The goal is not to have someone say, 'Hey, who did your teeth.' And that's where Brad shines. You can't hope to be a great cosmetic dentist without a great lab, and Brad is an extension of my office."

INSIDE INFORMATION

aesthetic excellence

Considered the "hippest town" in the Garden State, upscale Red Bank, New Jersey, is home to the Dana Fallon Studio for Cosmetic Dentistry. Located in the city's historic Wikoff Building, the practice is perched in a SoHo-style loft with brick walls, cathedral ceilings and the generous use of natural wood.

Patients are drawn from around the metro area to what is dentistry's leading edge. And they soon learn that the practice is not about "cosmetic" dentistry at all. "'Cosmetic' is for looks," Dr. Fallon says. "Aesthetic' is necessary dentistry that just happens to look good." Dr. Fallon has been practicing for more than 21 years, but it was five years into general dentistry that he discovered his long-held passion for art would be better served by focusing on aesthetic dentistry. He soon enrolled at the Las Vegas Institute for Advanced Dental Studies, the Center for Esthetic Excellence, and the Advanced Anterior Aesthetic Program at the Pacific Aesthetic Continuum (PAC-Live). Today he remains as a continuing education student and is also a clinical instructor. "Through continuing education one learns about the latest procedures and techniques that are shaping the future of dentistry," he says. By using his experience, ongoing education and specialization in whitening, amalgam replacement and smile design, Dr. Fallon hopes to change people's expectations about a dentist's office. He says he even learns from his patients, explaining that patients have shown that the "cookie cutter" smile in a sink-white color is giving way to a more natural, healthy look. A more realistic, yet still aesthetically-pleasing look is finding a place among his patients, he says. "We do more listening than talking. Too often, the patient hears, 'you need this or that.' We approach it more from what the patient wants. And we all learn something in the process."



DOCTOR OF DENTAL MEDICINE
University of Medicine and Dentistry of New Jersey

AFFILIATIONS
American Academy of Cosmetic Dentistry
Las Vegas Institute for Advanced Dental Studies
PAC Live, Clinical Instructor
Total Team Advantage, Clinical Instructor

AREAS OF EXPERTISE
Cosmetic Dentistry
Smile Makeovers
Teeth Whitening
Veneers

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