

cosmetic & facial dentistry aesthetics

interview

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Torsten R. Oemus

CEO, Dental Tribune International



A new era of aesthetic excellence

Welcome to the inaugural issue of **cosmetic dentistry & facial** aesthetics! This new magazine in the Dental Tribune International (DTI) print portfolio transcends the traditional boundaries of cosmetic dentistry, taking our readers into the broader field of facial aesthetics.

Aesthetic treatments, once seen as peripheral to dental care, are now integral to the work of medical and dental professionals alike. Patients today are increasingly seeking holistic solutions that harmonise their oral health, smile and overall facial aesthetics. With this growing demand comes the need for a reliable resource that bridges the gap between dentistry, minimally invasive medical treatments and aesthetic therapies. That is precisely where **cosmetic dentistry & facial** aesthetics comes in.

As the successor to the esteemed **cosmetic dentistry** magazine, which has been published since 2009, this new publication builds on a strong foundation while expanding its scope. It reflects the evolution of our industry and the growing interdisciplinary nature of aesthetic practice. Facial treatments such as those involving botulinum toxin and fillers, anti-ageing therapies or advanced surgical procedures offer an obvious complement to the outcomes of dentistry. This new magazine serves as a platform to explore and understand these options.

In every issue, readers will find a wealth of content curated to inspire and inform. Providing clinical case studies and expert interviews, as well as in-depth articles and user reports on the latest technologies, materials and techniques, **cosmetic dentistry & facial** aesthetics delivers up-to-date and clinically applicable knowledge.

What distinguishes this magazine even further is its focus on professional collaboration. Aesthetic enhancement being a shared pursuit that requires knowledge, preci-

sion and artistry across specialist areas, cosmetic dentistry & facial aesthetics brings together experts from dentistry, plastic surgery, dermatology and related fields to offer insights, foster new ideas and drive innovative solutions. This interdisciplinary approach not only equips clinicians with practical insights but also fosters a deeper understanding of how to achieve exceptional, harmonious aesthetic results.

Beyond the magazine's clinical content, readers can expect features on product innovations, practice management and lifestyle topics relevant to practitioners in the fields of dentistry and aesthetics. Whether you are a dentist incorporating facial aesthetic treatments into your practice, a doctor specialising in procedures in the orofacial region or a professional looking to stay ahead in this rapidly evolving area of patient care, this magazine is compiled with you in mind.

At DTI, we provide resources that empower professionals to excel, and **cosmetic dentistry & facial** aesthetics reflects our commitment to this objective as well as our belief in the value of holistic care. We are proud to offer this platform as a source of knowledge, inspiration and community for all who prioritise elevating their expertise and delivering outstanding results for their patients.

On behalf of the entire DTI team, I invite you to step into a new era of aesthetic excellence together with us. I hope that you will find this issue informative, thought-provoking and inspiring.

Enjoy the read!

Sincerely,
Torsten R. Oemus
CEO, Dental Tribune International



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As a practice owner, the well-known cosmetic dentist Dr Rhonda Kalasho (second from left) believes that balancing the clinical and business aspects of dentistry needs investment in team training, technology and a positive practice culture. (All images: © Dr Rhonda Kalasho)

“Dentistry involves more than drilling, filling and billing”

An interview with Dr Rhonda Kalasho

Iveta Ramonaite, Dental Tribune International



Running a dental practice is a multifaceted endeavour that requires not only excellent clinical knowledge but also a solid understanding of business. In this interview with Dental Tribune International, the well-regarded cosmetic dentist Dr Rhonda Kalasho shares some of the key factors behind the success of her practice—TruGlo Modern Dentistry in Los Angeles in the US. By prioritising staff appreciation and training, technological investments and a patient-centred practice philosophy, Dr Kalasho has built a sustainable practice that offers patients exceptional care in a luxury experience yet that is affordable.

Dr Kalasho, you started your practice in 2018. Has your approach to patient care evolved since then?

When I first established my practice in 2018, I was deeply committed to providing high-quality, patient-centred care. Over the years, that commitment has only deepened as we have refined our systems and practices to elevate the patient experience. We have incorporated cutting-edge technology, enhanced our team’s training in customer service and adopted a Ritz-Carlton-inspired philosophy to ensure that our patients feel valued and cared for. Our approach has evolved from simply delivering excellent

Dr Rhonda Kalasho is the CEO of TruGlo Modern Dentistry.

clinical outcomes to creating an experience of luxury dentistry that's both accessible and exceptional.

How has your practice grown in terms of equipment, staff and practice philosophy, and what has driven these changes?

Our growth has been driven by a relentless commitment to excellence. To ensure treatment precision and patient comfort, we have continually invested in the latest technologies, such as tools that employ artificial intelligence (AI) for diagnostics and implant planning, as well as state-of-the-art materials. Our team has expanded significantly, and we now have over 30 staff members across our four locations. Our philosophy has matured to emphasise not only clinical excellence but also a strong focus on accessibility, blending affordability with luxury. This growth is fuelled by my belief that dentistry can and should be better, setting a higher standard for care.

As both a healthcare provider and a small business owner, how do you balance the clinical and business aspects of dentistry?

Balancing these aspects requires a clear vision and robust systems. As a healthcare provider, my priority is patient care—offering the best treatment options using the most advanced methods. As a business owner, I focus on creating a sustainable model that allows us to provide a high level of care affordably. I invest heavily in team

“Ownership requires fortitude, discipline and the ability to manage the books, analyse data and make informed decisions.”

training, technology and maintaining a positive practice culture in order to ensure that the clinical and business aspects are seamlessly aligned. By keeping patient-centred care at the core of our business strategy, I am able to balance both aspects effectively.

In addition to being a clinician, I am a deeply numbers-driven entrepreneur. Running multiple practices requires not just clinical expertise but also a solid grasp of business fundamentals, which many dentists overlook. I focus on key performance indicators; practice valuation; earnings before interest, taxes, depreciation and amortisation; and other key metrics to ensure the financial health and sustainability of my practices. Understanding these business principles is crucial because dentistry involves more than drilling, filling and billing; it requires managing a cohesive practice in which every decision

TruGlo Modern Dentistry prioritises creating an exceptional patient experience, combining high-quality clinical outcomes with a luxury yet affordable experience.





The practice has grown to include four locations and a dedicated team of over 30 members.

affects both your financial outcomes and the patient experience.

What sets my business apart is my ability to integrate clinical excellence with strategic business planning. I rely on data-driven insights to make decisions that benefit my practices and align with my vision of delivering affordable luxury in dentistry. This combination of clinical mastery and business acumen has been instrumental in our growth and in creating a brand that patients trust and admire.

What are some common misconceptions about practice ownership in dentistry, and what advice would you give dentists considering whether to become practice owners?

One of the common pitfalls I see is that many dentists enter practice ownership without a true understanding of what it takes. Ownership requires fortitude, discipline and the ability to manage the books, analyse data and make informed decisions. "Practice owner" is not just a title; it is a responsibility that involves daily risk management. Everything you own is collateral for that risk. It is a constant challenge, but for those who thrive, it is incredibly rewarding.

Practice ownership is not for everyone, and that is okay. I always tell dentists that they can be "associatepreneurs". They do not need to own a practice to create wealth and make an impact. They can explore opportunities such as real estate development, product design or even innovation in dental technologies. Business ownership should never be romanticised; it is a relentless grind that is not suitable for everyone, and there is no shame in building a fulfilling career in other ways.

What are the key factors that have helped you build and maintain a good reputation in your community?

Our reputation is built on trust, excellence and the patient experience. Patients trust us because we consistently deliver high-quality results using the best materials and technology. Another key factor is our commitment to patient comfort: we prioritise painless numbing, detailed treatment planning and clear communication. Lastly, our team's dedication to providing personalised care and our investment in community engagement have helped us maintain a strong, positive presence in the communities we serve.

What strategies do you use to manage your team effectively and to maintain a positive practice culture?

I believe in empowering my team through consistent training, open communication and recognition of their efforts. We conduct regular workshops on customer service and patient care to ensure that everyone shares the same vision of excellence. Maintaining a positive culture also involves fostering mutual respect and encouraging feedback from every team member. At our practices, hiring and firing decisions are not solely up to me; it is a team effort. Every team member plays an integral role in onboarding new staff and ensuring that they align with our culture and values. If you want to be a part of this "island", you need to jive well with the rest of the team.

Our team feels valued because we go above and beyond to offer benefits not commonly found in dental offices, such as gas stipends, gym memberships, health and dental insurance, and a retirement fund. These benefits, along with our commitment to investing in their knowledge and comfort, ensure that they feel appreciated and supported. By giving our team this level of involvement,

care and autonomy, we create a collaborative, supportive environment where everyone has ownership of the success of our practices. I lead by example and make sure to address concerns promptly, aligning everyone with our core values of quality, empathy and innovation.

What impact has AI had on your practice, and how do you see its role evolving?

AI has transformed the way we deliver care, making processes more efficient and precise. We use AI to analyse radiographs, streamline treatment planning and guide implant placement with remarkable accuracy. It also helps us to communicate with patients more effectively, streamlining processes such as appointment reminders and post-treatment follow-ups. As AI continues to evolve, I see it becoming even more integrated into diagnostics and predictive care, allowing us to anticipate patient needs and enhance outcomes. It is an exciting time for

dentistry, and I am committed to staying at the forefront of this transformation.

Finally, what are some common financial or management pitfalls in running a practice, and what advice would you give to dentists seeking to excel in both their patient care and practice management?

One common pitfall is undervaluing the importance of team culture. Your team is your greatest asset, and investing in their training and well-being is crucial. Another pitfall is neglecting technology; staying current with advancements ensures that you remain competitive and provide the best care. On the financial side, it is vital to have a clear understanding of your costs and pricing to avoid undercutting your value. My advice is to always put the patient experience at the centre of your decisions, adopt technology that enhances care and focus on building a team that shares your vision of excellence.

A reputation for excellence, trustworthiness and personalised care has helped TruGlo Modern Dentistry establish a strong presence in the communities it serves.

