



While a student at NYU College of Dentistry, Dr. Gerry Curatola, president of his class, was committed to revolutionizing the world of dentistry. Since then he has been practically unstoppable. Having realized his goal of re-inventing areas of dentistry, one quick chat with him and you soon realize why he's the media darling of network and local TV. His energy and enthusiasm are palpable. True, he does have the cache that comes from creating some of the most beautiful smiles, many belonging to celebrities. But it his passion for his field – and his down-to-earth accessibility – that have made his practice one of the most successful in New York, East Hampton as well as affiliate offices in London, Paris, and Rome. Despite these credentials, he remains increasingly popular among a wide cross section of people, not just the bold faced names. "It's simple. I like people," he confesses.

Known for state-of-the-art cosmetic dentistry, Dr. Curatola nevertheless uses the Renaissance to illustrate his approach to dentistry. The Renaissance? "I can't help it," he laughs, continuing, "I relate to daVinci. He was an artist.

I'm an artist. He was a scientist. Me, too. So while I create a beautiful smile, I'm also inextricably connected to science." You can hear this dentist feels strongly that one can not separate the aesthetics of a beautiful smile from science. "If you don't connect the two, you will be treating symptoms and never remedy the underlying cause. A beautiful smile can not last until the underlying cause is treated, too." For this reason, Dr. Curatola identifies the mouth as the critically important pivotal link to total body health and wellness.

Increasingly over the years, Dr. Curatola's pioneering perspective has been born out by important research findings which corroborate his philosophy. Whether it's The Surgeon General's Report or a recent update by Harvard researchers, new studies continually correlate a person's health to the state of their oral health. The list of outcomes stemming from poor oral health can be both alarming and extensive: coronary artery disease, cerebral vascular disease that triggers strokes, diabetes, cancer, even obesity. All have been linked to poor oral care. Research also confirms that other systemic illnesses including



respiratory diseases, osteoporosis, pancreatic disease, Alzheimer's disease as well as low weight and preterm births can be tied to poor oral health. It's clearer each day: your mouth mirrors your general health. And poor oral health can trigger a series of catastrophic health events .

Dr. Curatola, much like daVinci draws from many disparate, albeit respected, disciplines to strengthen his practice. He participated in one of the earlier masters program that explored holistic health. That program included the newly emerging complementary and integrative medicine fields which he continues to include in his practice today. "I have always had a strong alter ego that is interested in natural remedies and a solid naturopathic approach. It's important that people understand that conventional medicine has its limits. Early on I knew there had to be a better way. I always try to imagine the future. I want to get to the future today. Waiting is for others."

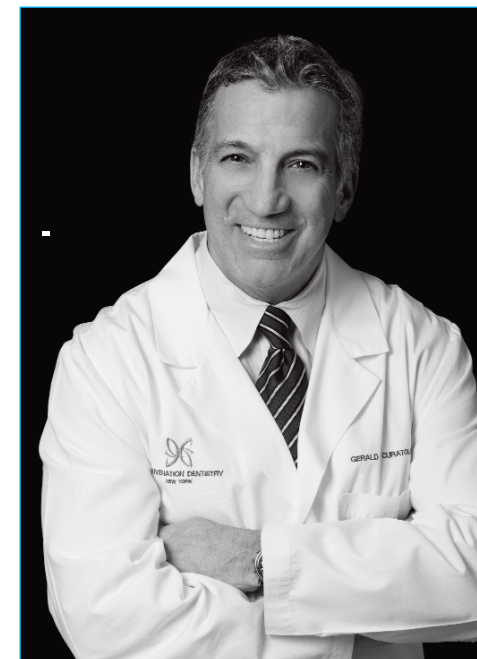
This forward thinking in some measure likely contributed to Dr. Curatola's personal epiphany that eventually transformed his practice. Aware of our nation's interest in fitness and the American desire

to stay healthy over a longer life span, he embarked on an innovative oral care program that seeks to turn back the clock. Through an integrated system of care that pairs advanced dental technology with innovative and restorative organic treatments, he launched his innovative and popular Rejuvenation Dentistry program.

To date, this new approach has made significant changes in patient care and is quickly becoming one of the most

sought after spa-like programs available to health conscious prospects. As Dr. Curatola wisely suggests, "Why shouldn't your trip to the dentist also be both comprehensive and relaxing, like a trip to a spa?" The customized care includes a salivary diagnostic screening, assessment of each patient's dental and physical health, a variety of soothing therapies with spa-like benefits , natural whitening – the type that truly flatters a natural smile. Additionally, Rejuvenation Dentistry offers detergent-free Revitin™ Oral Therapy products, free of harmful additives and chemicals. "With

Rejuvenation Dentistry, the connection is made between the mouth's aesthetic appearance and promoting a healthy natural *ecological* balance in the oral environment."



While the nation remains fitness aware, Dr. Curatola suggests American's preoccupation with killing all forms of bacteria and our over use of detergents found in most popular tooth paste products can wreak havoc on the mouth's normal healthy 'ecosystem.' He likens our germ phobia to the over use of antibacterial hand soaps that eventually exacerbate the skin, causing an eczema-like rash while also stripping away the skin's normal healthy barrier. "If I were to take you down a toothpaste and mouth wash aisle, explaining how average people, all well intentioned, compromise their oral health by over use of alcohol based mouth rinses and other misguided products, you'd re-think your entire morning tooth brush routine."

For instance, one of the more popular ingredients that makes toothpastes foamy, sodium lauryl sulfate (SLS) is also found in shampoos, garage floor cleaners, even engine degreasers. A report by the American College of Toxicity has found SLS to be destructive and harmful to skin tissue.

Yet the predominance of questionable ingredients and their potentially dangerous effects remain on the market, perhaps due to marketing strength of leading companies who have made significant investments in the fast growing oral care market. The dilemma, however, according to Dr. Curatola, "Is that the mouth has a high absorption rate. Some of the ingredients are known carcinogens. And sugars! Can you imagine toothpaste manufacturers adding sugar for greater palatability? But they do!"

A variety of Dr. Curatola's treatments promote healthy gums. The *Rejuvenation Mouth Facial*, a detoxifying and soothing oral cleansing treatment that mirror the dermato-

logical facial to the skin, helps to balance (homeostasis) the mouth's important natural biofilm while nourishing the gums. It also cleans, brightens and strengthens the teeth as it promotes healthy bone and enamel metabolism. Another, Rejuvenation Teeth Whitening, uses a proprietary "brighten & balance" system. Following a state-of-the-art whitening procedure, the mouth, teeth and gums are bathed with a proprietary natural formulation, known as

NuPath® Bioactives, consisting of key nutritional antioxidants including Coenzyme Q-10, Vitamin C, Vitamin E and Selenium along with a blend of nine homeopathic compounds. Patients remark on the revitalizing gel mask infused with powerful antioxidants and nutrients. Applied to the gums after cleaning, it helps replenish and rejuvenate the gum tissue and boost the mouth's immune system. Also popular is a remarkable *Rejuvenation Mouth Bath* made with a Himalayan salt solution, a compound which doesn't burden the organs. It's a rare salt with 84 trace elements and is remarkably different than common American

table salt that causes edema and is viewed to be cellular toxic. "We combine Himalayan salt with conditioning herbs, including sage," says Dr. Curatola and this is followed by a pristine teeth polishing using an antioxidant paste. The treatment winds down with another hydrating and antioxidant rich gum mask. But the best part? A soothing *Rejuvenation Myofacial Massage*. Concentrated on the muscle of the face and neck, a series of three serums and oils are used to cleanse, remove toxicity and improve the circulation to the muscles of the face and neck which are often neglected due to stress. "People can really float off with this one," suggests Dr. Curatola, who adds, "Many even fall asleep in the chair." ❖



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