

# UNDERCOVER ORTHODONTICS

*Teeth straightening options for adults are less “metal mouth” than ever.*

BY KATE HARTLEY

If you're an adult who doesn't like your smile, you're not alone: A new study from the American Association of Orthodontists (AAO) shows that more than a third of American adults are unhappy with their smiles. This explains why patients in their 30s, 40s, 50s and beyond are seeking orthodontic treatment in record numbers. And, in response to the growing adult market, orthodontic options are becoming much more discreet (and economical!).

“A common misconception is that orthodontic care is just for kids and all about braces,” says Dr. William R. Kincer, who has been practicing at Kincer Orthodontics in West Cobb for over two decades. “But we actually have many innovative treatment options that make the orthodontic process barely noticeable, as well as very affordable.”

## COVERT OPERATIONS

Some of these options include clear aligners, like Invisalign, as well as less expensive clear aligners that can be made right in Dr. Kincer's office. “For some patients, these more economical aligners are a great solution,” he says. Other

stealthy straightening strategies include clear braces and removable appliances, such as spring retainers, that align teeth and can be used to re-treat cases where relapse has occurred from not wearing retainers.

“So many moms and dads come in and are amazed by the improvements in their children's smiles, but they assume they would have to go back into full braces to fix their own smiles,” explains Dr. Kincer. “They're always so happy when we show them discreet, economical options.”

## THE STRAIGHT & NARROW

Options vary by practice, so a prospective patient should set up a consultation with an orthodontist to find out what's available. Also, look for offices that offer complimentary consultations, advises Dr. Kincer. And then, be open-minded. “We had a dad last week that went somewhere else for a consultation and was told treatment would be \$5000 and that he would need to go back into braces – a no-go for him. I asked him if he would wear retainers, which are half the cost and would avoid braces, and he was really excited,” says Dr. Kincer.

For successful results, keep in mind that any orthodontic treatment plan is a commitment – but it will be worth it. Research reports that 92 percent of adults attribute newfound self-confidence to orthodontic treatment and would recommend treatment to other adults. And, bonus: a whopping 75 percent of adults cite improvements in career or personal relationships post orthodontics.

“In our adult patients, we see it all the time. They tell us that their confidence has improved across the board, from giving presentations at work to feeling more comfortable in one-on-one conversations,” conveys Dr. Kincer. “It's definitely more than just an aesthetic improvement – it's a self-image game changer.”

## CROOKED TEETH VS. BALDING

Pssst, hey guys: Want to know the most convincing statistic that adult braces are worth it? 77 percent of women think that crooked teeth are worse than a receding hairline. That should seal the deal right there.

*Photo by Jennifer Harris*

**SOURCE** | Kincer Orthodontics, 44 Old Hamilton Road, Marietta. Complimentary consultation: 770-424-5280 (no referral needed). Kincerortho.com.

WILLIAM R. KINCER, D.M.D., P.C.  
PRACTICE LIMITED TO ORTHODONTICS

