

MOM

Spa

Aesthetic procedures come to Kincer Orthodontics

BY ELIZABETH COSSICK

When your child is in braces, orthodontist appointments can seem like an extracurricular activity, always recurring on the calendar. But moms whose children see Dr. William Kincer of Kincer Orthodontics in West Cobb are suddenly kicking up their heels when the appointments roll around. Why? Dr. Kincer is expanding his practice to include aesthetic spa services, as well as offering Botox, Kybella, Juvederm, Voluma and other injectibles.

The addition may seem surprising to the average outsider, but to Dr. Kincer, it meets a need that has been voiced frequently by his adult orthodontic patients during his 30-plus years in practice. "Many adult patients will finish their orthodontic treatment and remark that they love their smile, but they don't love the naturally occurring expression lines around their smile," shares Dr. Kincer. "I have had patients ask about other aesthetic services, which just makes sense because, as orthodontists, we work on a millimeter scale adjusting people's appearance

and facial structure every day. It's a very natural flow from straightening teeth to now being able to provide aesthetic enhancements to go with the beautiful smile."

Orthodontists are also uniquely trained in facial anatomy, including muscle and nerve placement, as well as in precise, exact injections. "We're already great injectors and have six-plus years of post-graduate training specifically in the head and neck area. So, it really is right in our wheelhouse," says Dr. Kincer. "Plus, if you're experiencing discomfort, we can numb you! We have everything right there."

Patients can make an aesthetic appointment without being (or having) an orthodontic patient at the practice, too. "We talk to our patients all the time about their aesthetics – 'What do you like? Not like?' We've always been about individualized smile artistry that is personalized for each patient," concludes Dr. Kincer. "Offering aesthetic services provides our patients with another opportunity to achieve the outcome of loving their look."

GIVING GRINS

First, we love him for his expertise with our kids' orthodontic needs. Second, we love him for now bringing us Botox! And third (which, okay, should probably trump Botox), we love Dr. Kincer for his amazing heart for others.

Once a month, this dad of three spends a day in Atlanta offering free orthodontic care to children at the Ben Massell Dental Clinic. Founded over 100 years ago, the clinic provides dental, orthodontic and oral surgery services to children and families who qualify due to need. "I have been volunteering at Ben Massell for about 10 years, and it's a highlight of my month," says Dr. Kincer, who is one of only a handful of orthodontists at the clinic. "There's a critical need, and these families are so appreciative. The moms come out and hug me and thank me for fixing their children's smiles. They realize it wouldn't be happening if it weren't for the clinic." Info: benmasselldentalclinic.org

SOURCE | Dr. Kincer is certified with the Georgia Board of Dentistry and American Academy of Facial Aesthetics. Kincer Orthodontics. 44 Old Hamilton Road, Marietta. Complimentary consultation: 770-424-5280 (no referral needed). kincerortho.com


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