

THE BOTTLEWARD

June 2006

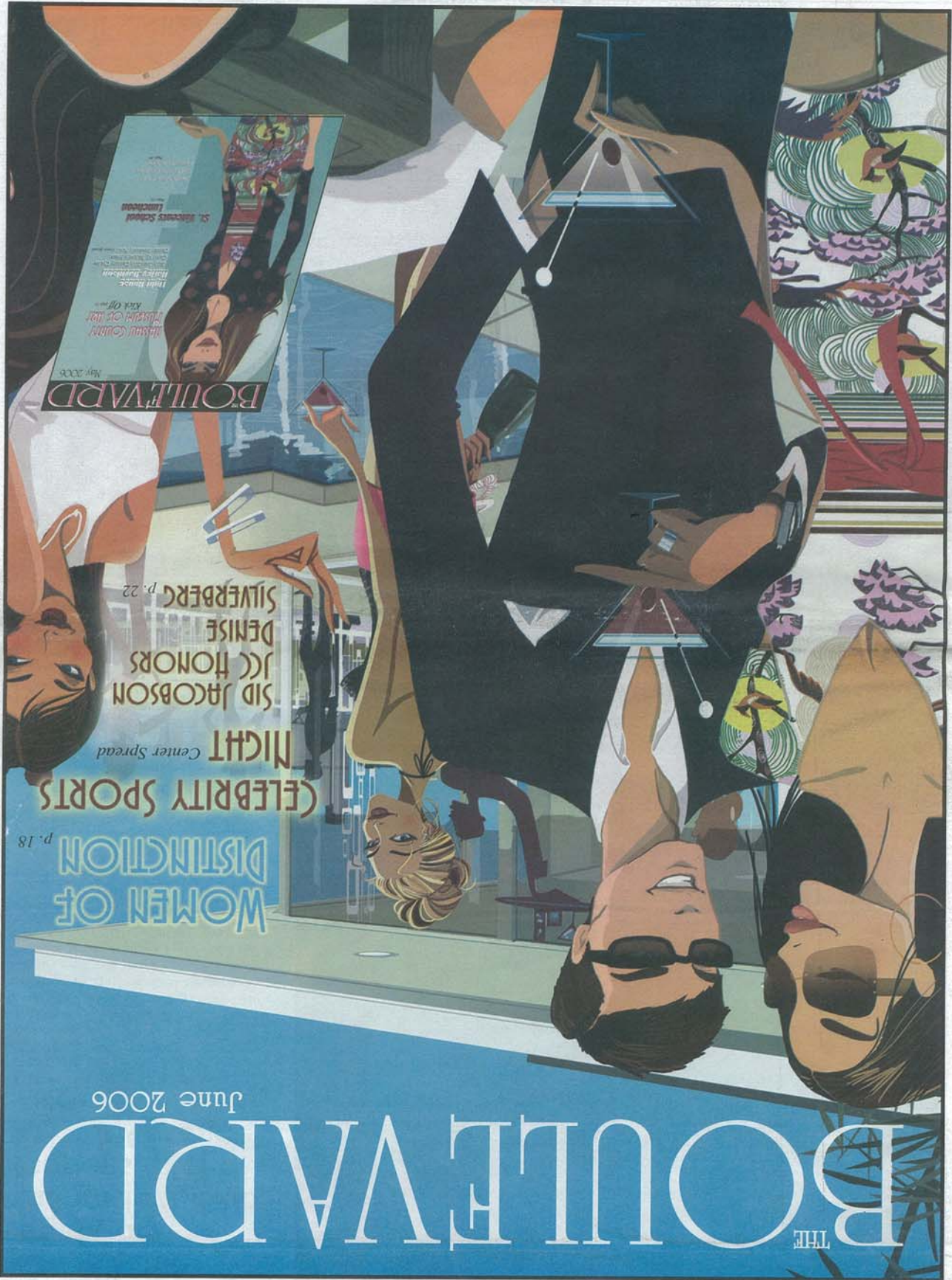
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BOULTVARD
MAY 2006
MISSING GUILTY
KICK OFF
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LONDON



Woodbury Dentists Changing Lives One Smile at a Time

By Denise Nash

Dr. Jeffrey Rothstein and Dr. Nicholas Navarro recently opened the Cosmetic Enhancement Center in Woodbury, which is the first of its kind on Long Island. The center, along with Dakotah Salon, offers full-service beauty treatments as well as high-end cosmetic dentistry.

Dr. Rothstein and Dr. Navarro pride themselves not only on their medical expertise but also on their ability to listen to the needs and wants of their patients and provide personalized service. The doctors have designed and completed smile makeovers in thousands of patients through advanced dental aesthetic care.

Many of the patients who come to the Cosmetic Enhancement Center are not happy with their smile. The best solution, according to the doctors, is most often porcelain veneers, which are often referred to as instant orthodontics because they can straighten, reshape and even whiten the appearance of one's teeth. They can also close gaps and they allow people to have the smile they have dreamed of in just two to four dental visits.

Realizing the drastic changes, both physically and mentally, that dental work can have on someone, Dr. Rothstein and Dr. Navarro decided that they wanted to help the less fortunate and developed a program called Smile from the Heart in which they accept nominations for deserving people in need of dental work that otherwise couldn't afford it. They recently selected a single mother from Long Island based on a recommendation from Father Tom Hartman, from the God Squad who is a customer at the Dakotah Salon, and did extensive dental work for her pro bono.

"Dr. Rothstein and Dr. Navarro are wonderful," said Father Tom. "They recognize that as dentists they can do something to improve people's looks as well as their soul."

When customers visit the doctors, the first visit is referred to as a consult and the doctors get a feel for their patient. This visit includes an interview so the doctors address the needs and wants that the patient has and also, if the patient is interested, the doctors take pictures. They rely greatly on digital photography to get the best dental results. Also objectives and analysis



Dr. Jeffrey Rothstein (L) and Dr. Nicholas Navarro

are discussed.

The second visit is usually a diagnosis and the process of determining the patient's face personality. "Certain people need certain smiles," said Dr. Rothstein. Using digital photography, the doctors are able to generate a picture of what a patient will look like with different types of smiles.

Next, the new smile is designed and the temps are made. They are in the mouth for 2 weeks as a dress rehearsal, for the patient and the doctors. Under the watchful eye of the doctors, the labs then make the veneers and the porcelain veneers are then put in place.

Laura, a younger patient of Dr. Rothstein and Dr. Navarro, recently had her temporaries put in and said she is very happy with the work already. "I am smiling a lot more already," said Laura. "They are great."

Since the center shares a location with the Dakotah Salon, customers are able to get massages, facials, manicures, pedicures and make-overs all in the same location. "We provide a full-face make-over," said Dr. Rothstein.

Dr. Navarro received his doctor of dental surgery in 1985 from SUNY Stony Brook, graduating as valedictorian. He completed his post-graduate studies at Booth Memorial Medical Center.

Dr. Rothstein received his doctor of Medical dentistry in 1990 from Fairleigh Dickinson school of Dental Medicine, graduating at the top of his class. He completed his post-graduate dental studies at Montefiore Medical Center.

The salon is located at 7950 Jericho Turnpike, Woodbury. For more information, please call 496-8180.



2006 Gala of Hope Committee

American Cancer Society Honors Volunteers at Gala of Hope

The American Cancer Society handed out three prestigious awards at its 2006 Gala of Hope to recognize two individuals and one company for their voluntarism and fundraising efforts. The award recipients were Reckson as the Corporate Caring Honoree, Joph Steckel, M.D. of Urology Associates in Manhasset, NY as the Physician of Distinction and Robert D. Sheehan of AT&T as the Humanitarian Honoree. This year's Gala Chairman was Michael Blaymore of Solomon Gruber Newman & Blaymore, Roslyn.

Over 200 guests attended the dinner/dance at the Glen Head Country Club which featured great food, live entertainment, exciting raffles, silent auction prizes and the comedy of Cory Kahane. The money raised at the event will support American Cancer Society research, education, advocacy and programs and services for cancer patients and their families.



Joph Steckel, M.D. of Urology Associates, Manhasset - Physician of Distinction 2006.

Dr. Steckel, the Physician of Distinction, is a senior partner with Urologic Oncology Division of North Shore University Hospital, Manhasset and an attending urologist at St. Francis Hospital in Roslyn. Dr. Steckel lives with his wife and four children in Scarsdale, NY.

Reckson, the Corporate Caring Honoree, was established on Long Island in 1958 as a privately held

real estate development company. The company has always prided itself on its ability to maintain a strong set of core values, ensuring that it operates with the highest level of integrity, provides optimum service to its tenants and respects its long-term relationships. Kenneth Bauer, senior vice president, accepted the award on Reckson's behalf.

The Humanitarian Honoree, Robert D. Sheehan, vice president for AT&T Business Sales in the New York region, leads a sales organization serving several hundred large and mid-size business customers in New York City and Long Island with a full range of communications services. A Boston native, Robert Sheehan and his family currently reside in Northport, NY.

For more information about the Gala or for cancer information, contact the American Cancer Society at 1-800-ACS-2345 or www.cancer.org.

Anton Honored at CPA Luncheon

Recently, Angela Susan Anton, CEO and publisher of the Anton Community Newspapers was one of the guest speakers at the Annual Meeting of the CPA Association of Nassau. Other guest speakers with her include Maria DeMarco Begley, with the firm of Franchina & Giordano, P.C. who specializes in Elder Law, Sandra G. Johnson, CPA, P.C., who owns her own Accounting and Tax Services and Lisa A. Haynie, CPA, M.S. with the CPA Firm of Schwartz & Co., LLP who is also the secretary of the CPA of Nassau Association.

