

P R E S S R E L E A S E

ZASE AUTHORS CHAPTER IN BOOK

“Tick Tock Stop the Clock (Getting Pretty on Your Lunch Hour)” is the latest book by best selling author Lois W. Stern. Eleven nationally recognized experts contributed chapters in their respective fields including lasers, dermal fillers, skin care, hair care and color, make-up, beauty spas, and teeth. Dr. Marty Zase of the Colchester Dental Group wrote the thirty or so pages on cosmetic dentistry. Dr. Zase is an Accredited Member and Past-President of the American Academy of Cosmetic Dentistry and has received many other credentials and fellowships for his contributions to dentistry at large and cosmetic dentistry in particular.

“My assignment was to explain many of the cosmetic dentistry options to consumers so they could make informed decisions,” Zase says. “I was also tasked with making it readable and entertaining as well as informative.” Both the author and editor think he succeeded.

Some of the dental topics included in the chapter are a very detailed section on bleaching, as well as porcelain veneers, composite fillings, bonding and other tooth colored restorations, replacing missing teeth, and some other more esoteric procedures. There is also an interesting section of some stories that show how cosmetic dentistry has changed people’s lives (one smile at a time). The results of a national study on the relationship between cosmetic dentistry and perceived sexuality and success is also explored. There is a fascinating section exposing some common myths, old wives’ tales, and outright lies about cosmetic dentistry and those who deliver it. And finally, there is a set of guidelines explaining how to find an excellent cosmetic dentist and what questions to ask when you find him or her.

“I tried to write the chapter as if I were talking to my patients: make it understandable, thorough, easy to read, and still keep it interesting. If I succeeded, then the readers should have a much easier time discovering what cosmetic dentistry is, whether or not it holds value for them, and it should also give them some direction on how to choose a dentist to help them improve their dental condition. If I leave them smiling, then I know it is a success.”

Zase is well-known for his statement “Cosmetic dentistry, if done well, looks like no dentistry has been done at all. That instead, this person was just blessed with terrifically attractive teeth.”

Lois W. Stern has also authored the best-seller “Sex, Lies, and Cosmetic Surgery.”

Dr. Zase lives in Glastonbury and has practiced cosmetic and family dentistry for thirty-five years on Norwich Avenue in Colchester. He can be reached at 860-537-2351 or by email at Martyzase@aol.com.