

AS SEEN IN

GOOD
HOUSEKEEPING

Woman'sDay redbook

Smile with Confidence.

Raleigh-based aesthetic dentist Dr. Justin Russo's anti-aging technology can turn back the clock for your teeth.



Wrinkles, lines, droopy cheeks—as we age, it's only normal that our faces start showing the signs of lost collagen and skin elasticity. And it's no different inside your mouth, where years of wear often result in flatter, darker teeth, thinning enamel, and even tooth loss. Many people think these are things we just have to accept and learn to live with. It's just part of getting older, right?

It doesn't have to be. Dr. Justin Russo, Raleigh's foremost cosmetic dentist, uses cutting-edge technology to design new, youthful smiles for his patients. His anti-aging techniques combat time's toll on his patients' mouths and teeth, helping them look and feel healthier and younger. "We're changing more than just smiles," says Dr. Russo. "That's why I do what I do."

Transformative Techniques and Technology

Russo Dentistry is the only practice in the Triangle and one of only a handful of dental practices in all of North Carolina with the technology to custom design porcelain veneers that are of the ideal length, size, and shape for a person's mouth and facial proportions. And using

SmileLift™ techniques, Dr. Russo is able to provide more support and tension to patients' upper lips, which results in a permanent cosmetic improvement to the face and a vibrant, youthful smile.

"When you do this for someone, they're buzzing when they're done," says Dr. Russo. "Suddenly they can smile comfortably, they can show more teeth, and they feel more confident. It's amazing what it does for a person's overall mojo."

While cosmetic dentistry is his specialty, Dr. Russo's vibrant general dentistry practice has received numerous accolades. He has been named the recipient of Midtown Magazine's Best of Raleigh Diamond Award for Best Dentist in each of the last two years, as well as another Diamond Award for Best Customer Service in 2018. He made the list of Midtown Magazine's Best Doctors in 2016, and Indy Week named Dr. Russo the best dentist in Wake County in 2016 and 2017.

Word about what Russo Dentistry can do has spread far beyond the Triangle. It's not unusual for patients from other cities—and sometimes other states—to reach out to Dr. Russo for a consultation. Using online video conferencing, Dr.



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Russo can discuss an out-of-town patient's needs ahead of an appointment to minimize the amount of travel required.

"I think you just have to listen to people and find out what they really want," says Dr. Russo. "A lot of people just don't know what technology has made possible from a cosmetic standpoint. If you show them what's possible, you can find out what they would really like to accomplish and help them achieve it."