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NORTHEAST OHIO POLITICS

Below the belt

If you can't say something nice about someone, buy a TV commercial.

by **MitchAllen**

A core principle of Dale Carnegie's *How to Win Friends and Influence People* is this: "Don't criticize, condemn or complain."

You'd think that would be advice local political candidates would want to take considering that politics is all about winning friends and influencing people. Of course, too, a core principal of my mother and yours is, "If you can't say something nice about someone, don't say anything at all."



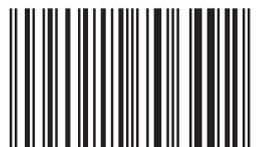
Why then do political office-seekers bash each other so impolitely and incessantly with expensive television commercials?

Because it works.

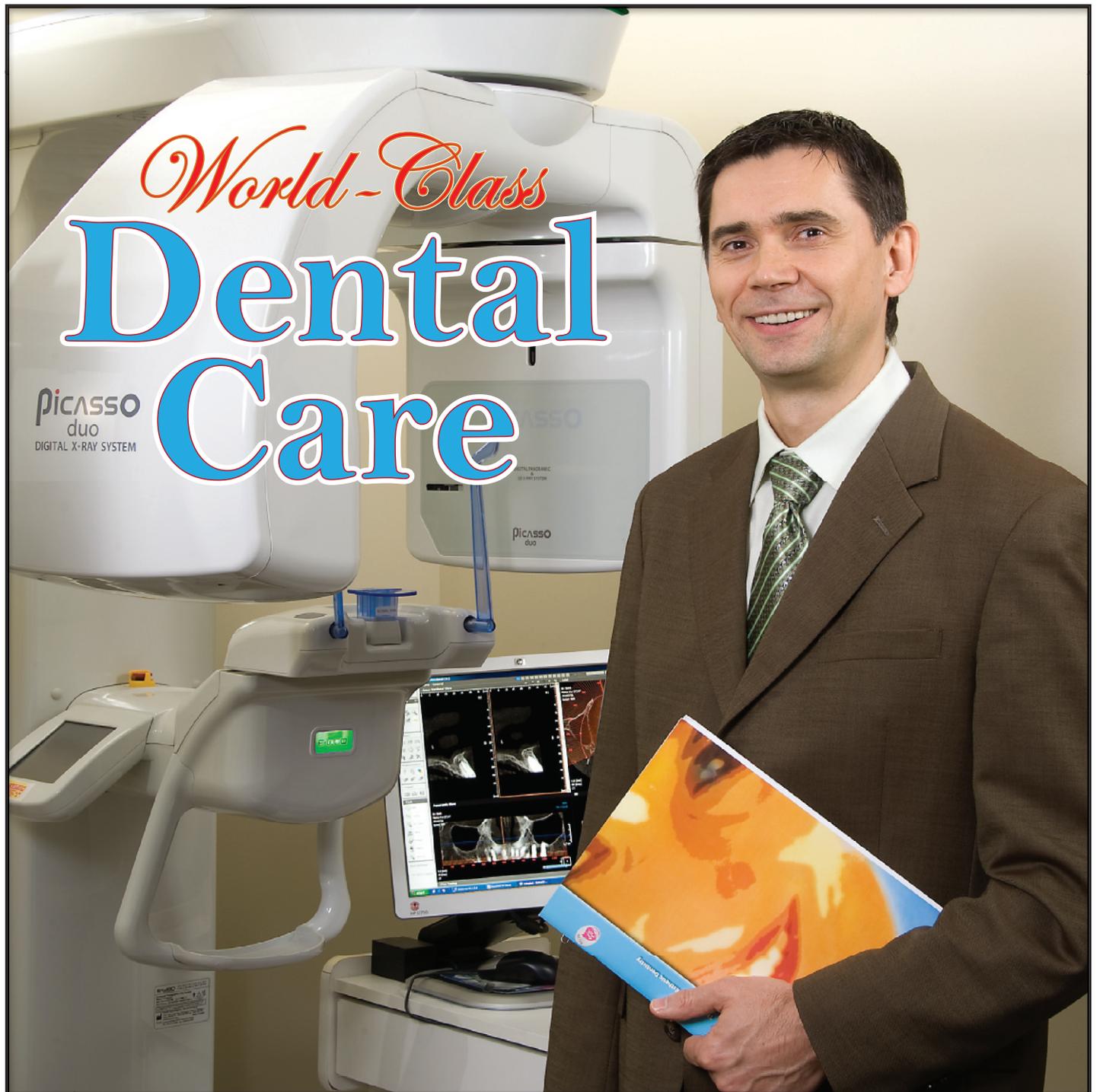
If there are 15 pies in the county fair pie bake-off competition, you have to bake a really good pie. But if there are only two pies in the competition, you simply have to question the quality of

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by Benjamin Margalit/Margalit Studio

Dr. Vladimir Pastouk, owner of *Dental & Cosmetic Solutions*, has achieved worldwide acclaim for his expertise in the field of implantology, but it's his gentle approach to general dentistry that will win you over. See page 5.

THE HOLIDAYS ARE HERE! Feature your business in Mimi's November 19th holiday edition just in time for Thanksgiving! Call 1-800-866-0107 to place your ad!

World-Class Dental Care



Photos by Benjamin Margalit/Margalit Studio

The recently remodeled clinic of Dr. Vladimir Pastouk's *Dental & Cosmetic Solutions* includes six private exam rooms and state-of-the-art technologies, like a Laser and CT Scan.

Here's how Dr. Vladimir Pastouk, owner of *Dental & Cosmetic Solutions*, provides his patients with world-class care—and a comforting touch.

by Mimi Vanderhaven

“I care if you hurt, I care about how you feel, and, most importantly, I care about your smile,” says Vladimir Pastouk, DMD, owner of *Dental & Cosmetic Solutions*.

Dr. Pastouk has been quietly practicing dentistry from his lovely Pepper Pike office. You might say he offers his services the old fashioned way, by providing patients real choices when it comes to maintaining their smile, while charging below the area averages for sophisticated procedures like restorations, implants and cosmetic enhancements.

Dr. Pastouk's office is what you might call a one-stop dental clinic, with services that include root canals, sedation dentistry, dental implants and extractions in-office. His chief concern is for his patients' well being and comfort.

Though you'd never know it by his gentle, unassuming nature, in the dental world Dr. Pastouk has achieved a rare level of acclaim. He regularly travels the globe and is considered to be an expert presenter in the field of Implant and Cosmetic Dentistry. In fact, Dr. Pastouk was awarded the silver medal by the European Congress of Implantologists on Cosmetic Restoration of Dental Implants just last year in Barcelona.

Yes, darling, he's that good.

Accolades aside, spend just a few minutes in his company and you'll understand immediately why patients from across the area travel to visit his practice. There's a warmth and compassion present in his demeanor that no school of dentistry can teach. It has to come naturally, and, for Dr. Pastouk, it does.

“I knew I wanted to be a dentist when I was two years old,” he smiles, recalling the time when his mother, who was studying to be a doctor, left a skull on the kitchen table. He pulled out its front tooth.

Dr. Pastouk regularly travels the globe and is considered to be an expert presenter in the field of implantology.

Forty-two years later, Dr. Pastouk is considered to be an authority on Implant and Cosmetic Dentistry. He is a member

of the American Academy of Cosmetic Dentistry (AACD). He's also a fellow of the Misch International Implant Institute and the International Congress of Oral Implantologists, and is an associate fellow of the American Academy of Implant Dentistry.

And yes, he still provides general dental care for the entire family.

Imagine being able to introduce your young son or daughter to world-class dental care before he or she has lost a first tooth—and not having to pay a fortune for it.

At *Dental & Cosmetic Solutions*, childrens' cleanings and exams are even more affordable than the adult versions. “I work with children getting their first dental check-ups, teens and adults who want Invisalign to straighten their teeth, brides who want a dazzling smile for their weddings, and families who want a total dental care solution,” Dr. Pastouk says. “We specialize in offering options for everyone and we make sure to include patient education as a part of our routine care.”

The comprehensive service menu provided by Dr. Pastouk and his equally charming staff is a huge benefit to patients. Should you experience the need for more advanced treatments under their care, advanced tools and technologies are available right on site. Dr. Pastouk continually upgrades his

clinic to bring his patients the world's best equipment including the latest CT scan and laser technologies.

see **WORLD-CLASS**, page 6

**on
the
cover**

Dr. Vladimir Pastouk, owner of *Dental &*



Cosmetic Solutions, regularly gives of his time to both his patients and the community. He donates his time & services to help the victims of domestic crimes in the support of the “Give Back a Smile” initiative.”

World-Class

from page 5

“With the CT scan, I can more accurately determine how much bone is available and how good a quality it is before placing an implant,” Dr. Pastouk explains. “Because I know exactly what I’m looking at, the precision of the implant placement is greatly improved.”

What that means is that you’ll likely never have to worry about your implants failing.

“I don’t try to put implants in for speed, I put them in for longevity,” he insists. “I don’t pick a number. If I can do six or seven implants in a day, that’s what we’ll do. If only one implant during a visit is better for the patient, then that’s the route we take. There is no standard except a standard for success. Our focus is on doing it right the first time.”

Less than a handful of dental offices in the state utilize CT scan technology, but for Dr. Pastouk the impressive results was well worth the investment.

He also utilizes PRP technology, a method of drawing blood, spinning out the cells from it that aid in healing, and then using those cells during an implant procedure. It’s how Tiger Woods had his knee surgery done, Dr. Pastouk explains. He also uses a laser to do the cutting instead of a scalpel because it speeds the recovery process by making it less traumatic.

Dr. Pastouk is also known for performing full cosmetic mouth restorations.

“By changing the way a person bites, I can restore his or her smile,” he shares. “It is much more complicated than restoring

teeth, but we are highly successful in accomplishing the desired results.”

Dr. Pastouk has been accepted by AACD into the distinguished group of highly trained cosmetic dentists, with only 303 privileged members worldwide.

Dr. Pastouk is also helping patients with health conditions like snoring and sleep apnea, which could have devastating health consequences. He is excited to offer to his patients a non-invasive, medically proven treatment—a new alternative to a burdensome oxygen mask. Dr. Pastouk uses a custom-made dental appliance that works to open the patient’s airway by moving the jaw and tongue forward. This increases oxygen flow and aids in the restoration of a good night’s rest.

Dental & Cosmetic Solutions is located at 3550 Lander Road (north), Suite 140, in Pepper Pike. The phone number is 216-292-3600. Appointment hours start as early as 7:30 a.m. with evenings and Saturdays also available.

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**Dental &
Cosmetic
Solutions
is located
just north of
Lander Circle
(Lander
Road and
Chagrin Blvd).**

