

# brace for impact

When it comes to enhancing smiles, Dr. Mark J. Bronsky believes it all starts with a good foundation. The New York orthodontist leaves nothing to chance, examining jaw structure, bite and alignment to create sustainable, beautiful smiles. “There’s more to straightening teeth than meets the eye,” he explains.

#### BOARD CERTIFICATION

Diplomate, American Board of Orthodontics

#### DOCTOR OF DENTAL MEDICINE

University of Alabama School of Dentistry

#### RESIDENCY IN ORTHODONTICS AND DENTOFACIAL ORTHOPEDICS

University of North Carolina at Chapel Hill

#### AFFILIATIONS

Diplomate, American Board of Orthodontics  
Edward H. Angle Society of Orthodontists  
American Association of Orthodontists  
New York Academy of Dentistry  
New York Presbyterian Hospital

#### PROCEDURES PERFORMED

Orthodontics for Patients of all Ages  
Dentofacial Orthopedics for Children  
Surgical/Orthodontic Therapy  
Complex, Multidisciplinary Orthodontics  
Cosmetic Orthodontics  
Lingual Orthodontics and Invisalign®

#### LOCATIONS

Midtown East – New York, NY  
212.758.0040

Tribeca – New York, NY  
212.758.0040

#### WEB SITES

[www.bronskyorthodontics.com](http://www.bronskyorthodontics.com)  
[www.tribecaorthodontics.com](http://www.tribecaorthodontics.com)  
[www.parkavenueorthodontics.com](http://www.parkavenueorthodontics.com)

Dr. Bronsky has built a premier practice that feels more Soho photographic gallery than Manhattan dental office. The warm and welcoming atmosphere is energized by rock-infused playlists and black-and-white photographs of the doctor’s favorite music legends. Utilizing a high-tech approach to treatment that is both patient-centric and leading-edge, Dr. Bronsky has designed a practice that promises everything from paperless appointment scheduling to plasterless impressions. A software simulation program lets patients envision their potential outcomes prior to embarking on treatment, while T-link™ technology allows access to progress updates from the convenience of a home computer.

A second-generation orthodontist, Dr. Bronsky brings a rare level of education, skill and experience to his chosen specialty. As part of the smile-rejuvenation process, he routinely refers out for cosmetic dentistry and prosthodontics, which makes the experience that much more successful. His advanced training exposed him to other cosmetic specialties, including plastic and facial reconstructive surgery, orthognathic surgery and cosmetic dermatology. “Choosing the right orthodontist is a key factor in any smile-enhancement process,” he explains. “Many people think all braces and practitioners are basically the same. The truth is there is a difference in the sophistication of a doctor’s diagnostic and technical training, as well as a doctor’s artistic sense to determine the best course of action for each individual patient.”

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—MARK J. BRONSKY, DMD, MS



## DR. MARK J. BRONSKY

**CHAIRSIDE STYLE** Relaxed, reassuring and focused **BEST ADVICE YOU’VE RECEIVED** Always give from the heart **HEALTH AND BEAUTY TIP** Drink plenty of water **ALTERNATIVE OCCUPATION** Rock musician **HOBBIES** Ice hockey, running, tennis and hiking **PLACE YOU GO TO ESCAPE THE OFFICE** Hiking with my family in the Shawangunk Mountains **FRAMED PHOTOS ON YOUR DESK** My family and best friends, as well as Bono and Mick **RIGHT NOW I’M READING** War and Peace **I START EACH DAY** Doing pushups

#### INSIDE INFORMATION

### ACHIEVING ALIGNMENT

In an image-conscious city like New York, finding discrete ways to straighten teeth is a high priority for many patients. Attuned to these sensitivities, Dr. Bronsky devotes as much as 25 percent of his time to providing **LINGUAL BRACES**. These **BEHIND-THE-SCENES BEAUTIFIERS** attach to the back, or lingual surface, of the teeth, making them **VIRTUALLY UNDETECTABLE**. They use durable stainless steel or gold brackets to reposition teeth, offering a high level of control. “They produce predictable results, and patients can straighten their teeth with minimal detection,” says Dr. Bronsky. While not everyone is a candidate for lingual braces, the doctor says most teens and adults are a good match. “When it comes to achieving the best results, you can’t compromise or cut corners,” says Dr. Bronsky, who also offers his patients **INVISALIGN**. “These clear trays gradually straighten the teeth. Nowadays there are many **INCONSPICUOUS ORTHODONTIC OPTIONS** for patients who avoid conventional braces and the perceptions people have of them. Thanks to technological advances, a well-trained orthodontist can help patients achieve their optimal smile discretely.”