

# straight talk

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)

Dr. Bronsky oversees a high-profile practice that feels more Greenwich gallery than Midtown Manhattan dental office. The feel-good 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 built 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. His advanced training exposed him to skill sets that span from facial aesthetics and dermatology to cosmetic dentistry and prosthodontics. While he routinely refers out for cosmetic consultations once orthodontic treatment concludes, the thoroughness of his work makes smile rejuvenation that much simpler. “Choosing the right orthodontist is a really important part of smile enhancement,” he explains. “Many people think all braces are basically the same. The truth is there are many different treatment options, and it takes technical know-how and an artistic eye 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** Cafe Berlin **I START EACH DAY** Doing pushups

#### INSIDE INFORMATION

### ACHIEVING ALIGNMENT

In an image-conscious city like Manhattan, 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 gold brackets to reposition teeth, offering a high level of control. “They produce predictable results, and patients can straighten their teeth without anyone knowing,” 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 out the smile. Nowadays there are many **INCONSPICUOUS ORTHODONTIC OPTIONS** for patients that shy away from conventional braces and the perceptions people have of them. Thanks to technological advances, a well-trained orthodontist can help patients achieve their smile goals without anyone ever knowing.”