

Making smiles count for more than 20 years!

## Services

- Lumineers – No drilling or Novocain
- One visit porcelain crowns
- Invisalign
- Smile Makeovers
- Smile Enhancement
- Family Dental Practice
- ZOOM Whitening
- Facial consultation with Dr. Stepnick



**Dr. Bilski Family & Cosmetic Dentistry**  
6527 Brecksville Rd., Suite B  
Independence, OH 44131

Call 216.524.4410 or visit [www.BilskiDDS.com](http://www.BilskiDDS.com)



Twelve-year old Samantha Catanza didn't have the smile she wanted. Born with what are called peg laterals in her front teeth, Samantha was self-conscious about her smile.

Dr. Thomas Bilski heard of her problem and decided to donate his time and services to make her smile become a reality. He implanted two veneers after taking mouth models and she now has the smile she's always wanted.

# New Web site Launched

Since the end of January, Dr. Bilski and his team launched a new, cutting-edge Web site.

The site is currently up and running and serves as a great tool for the media, current and prospective patients.

“People are visiting the newly updated site everyday and it's very exciting,” Dr. Bilski stated. “We designed this site with current and potential patients in mind, while featuring easily accessible navigation tools, a full smile gallery of before and after photos, and several video testimonials and tours for everyone to watch.”

Additionally, the site's content also includes: backgrounds on the doctor and staff members; a section to keep you updated on What's New at the dentistry; areas to sign up for an e-newsletter and schedule an appointment; and a full news section to read about the dentistry in the media and industry articles written by Dr. Bilski. Check out the new cutting-edge Web site now by visiting [www.BilskiDDS.com](http://www.BilskiDDS.com).



## Dentistry Communicates with New Social Marketing Campaign

Dr. Bilski and his team have been developing a social marketing campaign. The campaign is designed to interact and communicate with a younger audience in different social networks, as well as current and prospective patients.

“I am excited to launch this social marketing campaign. I think it is important to reach all perspective patients and this campaign is a great way to communicate with a younger audience,” Dr. Bilski said.

Social marketing is what many of us have seen and heard of but may not know exactly what it is. It consists of new and innovative forms of communications, such as: blogging, message boards, MySpace, YouTube and Facebook to name a few. Facebook, MySpace and YouTube are popular social networking websites that offer free, user-submitted content between a network of friends, family, personal profiles, photos, music, videos and much more.

Dr. Bilski will be also launching a blog, or web log as it's formally called, that includes: events, commentary, discussion groups, graphics and video, as well as the doctor's professional articles and views.

The social marketing campaign is expected to launch late summer.



## Dr. Bilski and Arpad Csapo Publishes New Book Entitled “The Magic Behind Your Smile”

Dr. Bilski and Arpad Csapo finalized their new smile gallery book entitled “The Magic Behind Your Smile” to be distributed at the dentistry and by request.

The book illuminates the art of designing beautiful smiles, and includes high-quality pictures and background information on personal patient procedures with before and after photos.

Csapo Dental Arts has won top awards and has been recognized by some of the best institutions in the industry for their work and contributions as authors and inventors in the clinical science of dentistry.

*Stop in to Dr. Bilski's today to take a look at the new book!*

A NEWSLETTER FOR YOUR DENTAL EDUCATION

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