



## ORTHODONTIC PRICING AND INFORMATION GUIDE

Everything You Need to Know to Make an Educated  
Decision on Whether Orthodontics is Right For You

# Welcome and Congratulations!

Dear Friend,

My name is **Dr. Daniel Gober**, and right off the bat, I want to congratulate you on making the wise decision that'll help change your life forever by requesting a copy of this pricing and information guide for orthodontics.

My ultimate goal is simple: to give patients smiles that they love. Why? Because in my years of practice, I've found that there's almost nothing that can make as big a difference in your health, self-confidence, and overall quality of life as your smile.

Everything else can be working like clockwork – job situation, family, friends and relationships. But if you can't experience the simple act of savoring the foods you love most or if you're embarrassed to smile or even engage in conversation because of your teeth.

Then no matter how great everything else is going, the real joy you desire is missing.

I've seen patients walk in my doors seemingly ashamed to smile, and later walk out those same doors glowing with a lovely smile as radiant as the sun.

Thanks to the miracles of modern medicine and technology it's now not only possible, it's far more affordable and achievable than you probably have ever imagined.

Whether you're reading this guide for yourself or for a loved one, you're in the right place. We've designed this to provide you with all the necessary information you need to make an educated decision regarding what is best for overall health and happiness.

With all that said, let's get started!

## MEET YOUR DOCTOR



**Dr. Daniel Gober**

Dr. Daniel Gober, DDS is a dentistry practitioner in Cedarhurst, NY. Dr. Gober completed a residency at Nova Southeastern University College Of Dental Medicine Department Of Periodontics. They currently practice at South Island Periodontics & Implantology, PLLC, Cedarhurst, NY.

# What Our Patients Are Saying



★★★★★ 2 months ago

I was very impressed with the technology this office had in place. I had a very smooth efficient experience and the staff was super friendly and positive. I ended up staying later to continue enjoying conversations with both the dentist and the hygienist, which speaks to the level of service provided. I shant be taking my business elsewhere



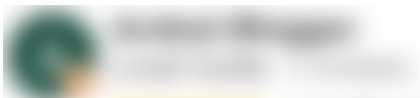
★★★★★ 3 months ago

For the first time in my life someone knew how to treat me for my headaches. Yes, you heard me correctly headaches! I finally learned that my headaches were coming from me grinding my teeth. So not only are they Fixin the cause of my headaches, but they are improving the looks of my tooth and her more importantly they make me feel loved and welcome each and every time..



★★★★★ 2 months ago

Had a dental emergency today. Called the dentist and he had me seen right way. The doctor worked through his lunch break just to help relieve my pain and fix my broken tooth. I'm so grateful 🙏



★★★★★ a month ago

Friendly staff and doctor. Best dentist experience I've ever had. Highly recommended.



★★★★★ 8 months ago

This was one of the best dentist experiences I have had in the last 30 years. The cleaning so painless while still being very thorough! Everyone at the office is so friendly and efficient! The dentist is beyond intelligent, super friendly making you feel very comfortable and it truly feels like you are in a party like atmosphere that you forget you are in a dentist office!!! Thank you 🙏



★★★★★ 7 months ago

Amazing dentists! Amazing staff! If I could give this place more than 5 stars I will. They are beyond kir and so informative. Dentist are very gentle and really care about their patients. So happy I came back here again. I trust them with my teeth!

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# Do you want to live your best life with the confidence of an amazing smile?

Orthodontics is a very popular way to provide an amazing smile to anyone dissatisfied with the look or functionality of their teeth. More than that orthodontics can help if you have mouth pain due to misaligned teeth. Orthodontics is so popular that you probably know at least a few people who have had it.

We've all heard of orthodontics but have you ever wondered exactly what options you have? Technology has come a long way and now there are a variety of options available.



★★★★★ 5 months ago

Very thorough and in depth check up. Never have I received as much information about my teeth and gums from a dentist and explanations on why certain conditions are there and how to properly treat them. I usually feel like I'm being taken to the cleaners when I go for a visit as the dentist always recommends a number of treatments I "need" but nothing was pushed on me here. My options however were explained for more long term issues which weren't urgent. The doctor also examined my tongue and alerted me to a possible issue (more than likely due to my teeth rubbing against it on one side) that I should get checked by a medical doctor just in case so all in all I am extremely happy with the visit and couldn't recommend them enough.



★★★★★ 4 months ago

I am doing Invisalign with Smile Cafe. Dentists in here are exceptional. I am very satisfied with the result and friendly service they are providing. Highly recommend for those who are planning for Invisalign and/or braces!



★★★★★ 3 weeks ago **NEW**

Everyone was very nice and welcoming. All my questions were answered and concerns were put to rest. They took the time to walk me through my scans and guide me towards fixing my teeth. Overall, excellent.

# 6 Common Issues Addressed With Orthodontics

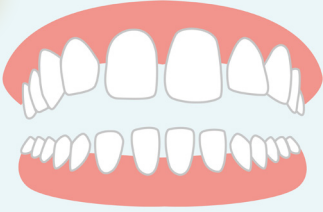
1.



## CHANGE THE LOOK OF MISALIGNED & CROOKED TEETH

Orthodontics can completely change the appearance of your smile. This includes crooked teeth.

2.



## FILL IN UNWANTED SPACE OR GAPS BETWEEN TEETH

If you have a gap in your teeth that makes you feel self-conscious, there is a solution. Orthodontic treatment can close those gaps for you!

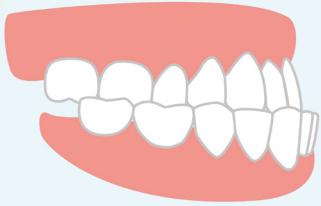
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## CROWDED TEETH

If you have teeth that are crowded and make you not want to smile. Orthodontics can space them out to the straight smile you desire.

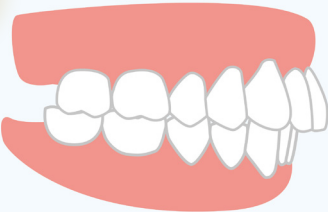
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## REALIGN AN UNDERBITE

Having an underbite can make eating and speaking very difficult. An underbite can easily be fixed with orthodontics.

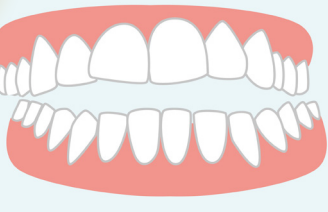
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## REALIGN AN OVERBITE

Overbite can be painful and cause tooth decay, orthodontics can correct this.

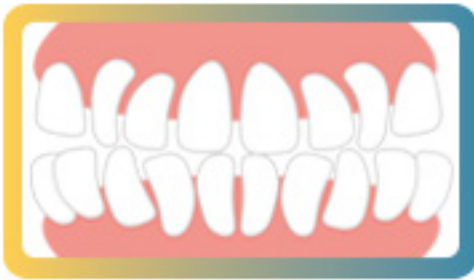
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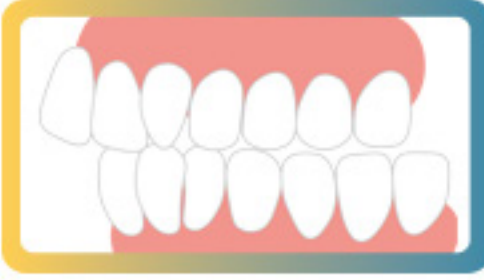
## ALIGN A MISALIGNED JAW

YES! Orthodontics can even correct misaligned jaws.

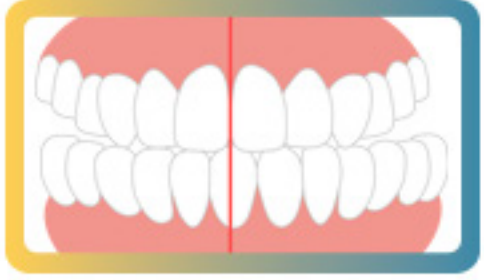
## 6 Common Issues Addressed With Orthodontics



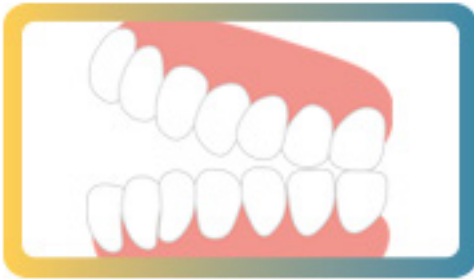
**SPACING**



**OVERBITE**



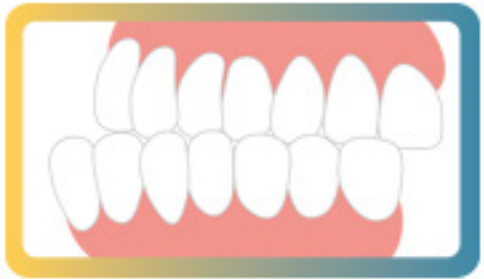
**MISALIGNED JAW**



**OPEN BITE**



**CROWDED AND  
CROOKED TEETH**



**UNDER BITE**

# TOP 5 Misconceptions About Orthodontics



Here's a list of the top 5 misconceptions we've heard from patients. It's important to make sure you have all your facts straight.

- 1. Orthodontic Treatment Is Purely Cosmetic.** While there are cosmetic benefits to receiving orthodontic treatment, there are so many other ways that it can improve your quality of life. Many people who have jaw misalignment or other issues with their bite suffer from poor dental hygiene which leads to bad breath and tooth decay, through no choice of their own. They can also experience jaw pain, chronic headaches, and an elevated chance of Temporomandibular Joint Disorder (TMJ). So yes, there is an obvious cosmetic benefit to receiving orthodontic treatment! But that is far from the only benefit.
- 2. Orthodontic Treatment Only Works For Children.** Many people believe that orthodontic treatment only really works if it is done early in life. But did you know that you can benefit from orthodontic treatment at any age? Many people over the age of 18 come in to receive orthodontic treatment every single day. Usually, the only real requirement for orthodontic treatment is that you have a healthy jaw bone.
- 3. Treatment Length Takes Years To Complete.** The amount of time you will be in treatment will depend on the severity of your issue. Most patients will be in treatment for much less time. This is especially true if the issue is easy to correct, or if the patient is compliant with the doctors recommendations and directions during treatment.
- 4. Orthodontics Will Make Your Teeth Weak.** As long as you are being treated by a professional who excels in orthodontics, orthodontic treatment should not make your teeth weaker, looser, or more likely to fall out. In fact, overall, you are more likely to improve the strength and health of your smile, making you less vulnerable to oral diseases.
- 5. Traditional Braces Are The Only Option.** As far as braces are concerned, there are several options available. If you are concerned with the visibility of traditional metal braces, there are quite a few options available to you.



# What Are The Different Types Of Orthodontics?

How can they help you achieve the smile you've always wanted?

Much of the time, when we think of orthodontics, we think of traditional metal braces. But there are quite a few other appliances that orthodontists use to give patients the smile they deserve.

Let's explore just a few of these appliances:



## CERAMIC BRACES

Also called "clear braces," these are made from tooth colored material. They function in the same way as traditional braces, but they are more subtle and significantly less visible.



## TRADITIONAL METAL BRACES

These are made from a metal material that are the traditional way to do "braces".



## CLEAR ALIGNERS

Clear aligners (like Invisalign) have quickly become an extremely popular option. This is because they are clear and transparent, making it difficult to tell when someone is wearing them. They are also removable and make it easier to maintain your dental hygiene while wearing them.



## PALATAL EXPANDERS

A palatal expander is an orthodontic appliance used to correct discrepancies in jaw width that can affect a patient's bite. It is essentially used to widen the upper jaw and create more room in the mouth in small increments to be virtually painless.



## RETAINERS

Their function is to keep the teeth straight, and are used as a follow up to having any kind of orthodontic treatment. They are called retainers because they "retain" the straightness of the teeth as well as any orthodontic work previously done to the smile.

WHAT OPTION IS RIGHT FOR YOU?  
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**(646) 798-9733**

# Changing Lives Just Like You!



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# HOW DO ORTHODONTICS WORK?

The technology behind orthodontics is actually quite easy to understand for the different treatment options.

## TOOTH

Your tooth is adjusted with minor pushes or pulls from the wire or aligner.

## BRACKET

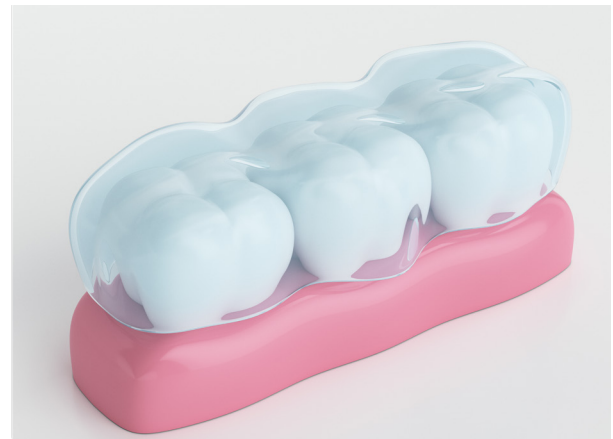
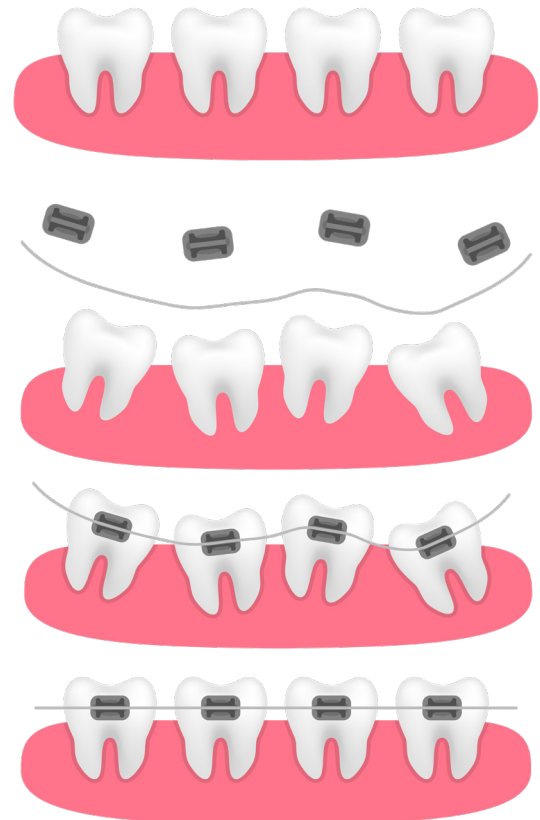
The bracket is the small attachment that goes on your tooth. This can range from a variety of materials.

## WIRE

The wire is connected between the brackets, that allows the doctor to make the micro adjustments.

## ALIGNER

The aligner - acts just like the brace and wire except it can be removed while eating, drinking, and brushing.





# REQUEST YOUR FREE “BEST SMILE EVER” CONSULTATION PACKAGE



## **FREE ORTHODONTIC EXAM**

If it's been a while, don't worry, we will never judge. Our only goal is to help you, in a friendly, comfortable environment, make sure your oral health is the best it's ever been.



## **\$0 DOWN**

Start treatment without any money down to get a jumpstart on your new smile.



## **FREE EXPERT CONSULTATION**

Based on the exam and imaging, we'll let you know what's going great inside your mouth and opportunities for improvement.



## **FREE “BEST SMILE EVER” TREATMENT PLAN**

Finally, we'll provide you with a comprehensive step-by-step plan to give you a smile that will dazzle every room you enter.

**THIS PACKAGE USUALLY RETAILS AT**

~~\$350~~

**FREE**

**Call Now: (646) 798-9733**

Retail value of this comprehensive package is \$350, but if you schedule your “Best Smile Ever” Package in the next 30 days, we'll waive that fee and provide all this absolutely FREE.



# Changing Lives Just Like You!



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# IS ORTHODONTIC TREATMENT RIGHT FOR YOU?

As we have talked about there are so many reasons that people are drawn to the idea of getting orthodontic care. But is it right for you?

Put a checkmark next to any of the following that apply to you:

- ☐ I have crowded teeth.
- ☐ I have gaps between my teeth that I don't like.
- ☐ I have an overbite.
- ☐ I have an underbite.
- ☐ I sometimes feel embarrassed about my smile.
- ☐ My teeth are uneven or misaligned.

Did any of the above resonate with you? If so, you might be a great candidate for orthodontics!

# Factors Affecting Orthodontic Pricing

The first thing everyone asks when considering orthodontics is “how much will it cost?” The answer can depend on many factors that all work together.

## 1. Skill Level / Experience

The basics of safe orthodontic dentistry are actually not that complex. Most dentists can acquire the knowledge to perform orthodontics relatively quickly. Nevertheless, as with any field, experience and continuing education can make a big difference in the actual patient experience and outcomes.

As you might expect, a doctor less experienced and less knowledgeable in this field will accordingly charge lower fees. But this is definitely one area where you don't want to scrimp you want to have confidence that your doctor has the skill level necessary to handle any problems that may arise.

## 2. The Work Needed

Every mouth and every situation is unique, which is why advertising offering “one-sized-fits-all” kinds of deals should be eyed with suspicion. As the old saying goes, “you can't get something for nothing.” So when you see a flat price offered for orthodontics without any consideration given to what the patient, YOU, may actually NEED in order to achieve a glowing smile and a healthy mouth then you can know that the offer is almost certainly “too good to be true.”

The only way to get a final, realistic price on exactly what you need, is to go in for a complete oral assessment that includes a full exam, X-ray, and a detailed analysis based on your current health and your lifestyle goals.

## 3. The Type Of Treatment Needed

While relatively simple in concept, there are many options available when it comes to choosing the right orthodontic option for your unique situation.

Choosing the right type requires interaction between you and your doctor, to make certain your needs medically, esthetically, and financially are all balanced and met.

#### 4. Technology And Equipment

One factor often overlooked in pricing is the overall quality of experience provided through the use of up-to-date systems and technologies. To assess value properly, you must consider details like high quality diagnostic tools, health monitoring equipment, and much more.

Dental technology has advanced dramatically in just the past decade and older patients who once refused to see a dentist due to “less-than-positive” experience as a child are now amazed at how comfortable and pain free modern dentistry can be when the latest tools get paired with modern techniques.

#### 5. Your Unique Health Situation

No two patients are alike, just as no two dentists are alike. The costs associated in achieving the health and appearance you seek and deserve are influenced by your unique and particular medical history.

That is why you should seek the advice of a highly skilled dentist who understands how to evaluate and consider the underlying issues that may affect a person’s suitability for orthodontics.

**CALL (646) 798-9733 TODAY TO SET UP YOUR  
PERSONALIZED  
“BEST SMILE EVER” CONSULTATION PACKAGE.**

It includes a full oral health exam, X-ray, and much more.  
This package has a real-world value of **\$350**, but if you act now  
you can reserve your spot absolutely **FREE**.



# ORTHODONTIC FINANCIAL INFORMATION



## **COST**

The pricing range that most cases fall into is large and hard to know specifically without you coming in. Orthodontic care can cost between \$1,000 up to \$7,000 for full mouth. Your smile is the gateway to happiness. The investment is worth it and should not be put off.



## **INSURANCE**

Parts of your procedure may be covered by insurance, though this varies from plan to plan.



## **FINANCING OPTIONS**

We have financing options available to help you arrange an affordable payment plan that suits your needs. Whatever your budget we'll work with you to make sure you leave our care satisfied.

Because of wonderful financial companies orthodontic care has become affordable for almost anyone on any budget.

To find out more information on whether your insurance can help cover the cost, call us at **(646) 798-9733**

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Thank you for taking the time to read this information and pricing guide and learn a little more about orthodontics.

Hopefully this guide has answered some of your questions, and helped you as you approach your new road to dental health and your best smile.

We know that things can be confusing, and that you might not know where to start, and that's okay! We are here to help!

If you have any other questions, or want to set up a consultation, please do not hesitate to call!

To your dental health,



**Dr. Daniel Gober**  
**(646) 798-9733**  
**Smile Café Dental Spa**