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Cosmetic dentistry has evolved in the age of social media. Here's why it might be a good choice for you.

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A radiant smile isn't just a beauty statement—it's a career boost, a confidence amplifier and maybe even the secret to a more successful love life. Thanks to today's cutting-edge cosmetic dentistry, achieving that glowing smile is more accessible than ever. From natural veneers to pro-level whitening and barely-there aligners, modern dental aesthetics seamlessly blend artistry with science for a transformation worthy of the red carpet.

Dr. Michael Firouzian, owner of Firouzian Dentistry in Columbus, has been perfecting smiles for over 30 years. His patients are mostly looking for three things: whiter teeth, straighter alignment and the flawless finish of veneers. He says the demand is growing.

“The trend in cosmetic dentistry is only going to accelerate, especially as millennials—who prioritize health and appearance—get older and start investing in these more elective treatments,” Firouzian explains. “Many people want to straighten their teeth without traditional braces, opting for a more subtle, natural approach.”

It's no secret that the rise of social media has heightened the pressure for a picture-perfect smile. But beyond aesthetics, Firouzian emphasizes the transformative power of cosmetic dentistry. “We call it facelift dentistry because the results don't just change your teeth—they can enhance your entire facial appearance,” he says.

So, what should you expect when considering a smile makeover? Below, Firouzian breaks down the must-knows of cosmetic dentistry and crafting the winning smile you desire.

What is the demand for cosmetic dentistry and how has it changed in the last couple of years?

With any elective procedure, the demand follows the economy and what disposable money patients have set aside for elective procedures. Dr. Michael Firouzian and a patient For the last four or five years, I've been doing a lot more cosmetic procedures. Because of the fact that we can do things very minimally and noninvasively, they're becoming more and more popular.

What are some of the trends with minimally invasive procedures? Traditionally, cosmetic procedures such as veneers required a lot of removal of healthy tooth structure. Because of the improvement in dental materials and techniques, we don't have to remove that much healthy tooth. The trend is no prep or minimal prep veneers. These are more conservative procedures.

How do you manage a patient's expectations when it comes to the results? We have software where we can create before and after imaging or simulations of the smile. In some cases, we need to do some Invisalign or straightening before veneers. We develop a treatment plan around what is realistic. Also, before we finalize any cosmetic procedure, we do a trial run with temporaries. They won't be as nice looking, but at least the patient can see what they're going to look like on their teeth, not just looking at a picture.

What should a patient who's considering some sort of cosmetic dentistry procedure be looking for when seeking out a dentist? It's good to find a dentist who has had at least 10 years of experience. There are a lot of nuances with these procedures that take time to develop an eye for and deliver to patients. Word of mouth and personal referrals are always very helpful, if there are friends and family you know who had a good experience with a dentist.