There are some individuals that simply stand out in any setting. With charisma that captivates, warmth that uplifts, intellect that impresses, these attributes illuminate and inspire. Dr. Jonathan Scharf, DMD, FAACD, founder of Exton Dental Health Group and Pennsylvania Center for Cosmetic Dentistry, is just such a person.

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Giving back to the community is a source of gratified smiles for Dr. Scharf and his staff. The broadest beams, however, are those of patients whose lives are happier, brighter, and more esteemed because of enhancements performed by the Top Cosmetic Dentist on the Main Line. Peers, as well, continue to benefit through Dr. Scharf’s lectures, books, journal articles, and six dental patents. Additionally, men and women who may have lost hope now lead productive, successful lives thanks to Contemporary Health Career Institute, a private licensed school launched by Dr. Scharf and son, Jeff, to provide career training and job placement in the field of dental assisting.

DAUNTLESS INGENUITY

Dr. Scharf graduated from University of Pennsylvania School of Dental Medicine on the cusp of monumental change in his chosen profession. Reactive treatment was beginning to evolve into proactive dentistry. “It was 1972 and 50% of Americans over age 55 had lost all or most of their teeth,” he proclaims. “It was simply too late to help. We probably all remember those ill-fitting dentures that corrupted what was once a radiant smile. I was convinced there was a solution, and that solution became my mission as a budding dentist.”

In concert with building a respected practice, Dr. Scharf delved deeply into the research of cosmetic procedures and materials, bringing advanced techniques from California to the East Coast. Eager to share these revolutionary methods responsible for lighting up cinema screens with movie star smiles, he became an ac-
tive member of the American Academy of Cosmetic Dentistry, and subsequently served as President of this organization. He is its only Accredited Fellow in Pennsylvania, and one of only 51 worldwide. Certified by the American Board of Aesthetic Dentistry, Dr. Scharf serves as a Diplomat. His prestigious *Who’s Who* recognitions include Dentistry, Medicine, and Outstanding Americans.

Early in the 1990s, the dedicated student of dental-facial enhancement experienced a light-bulb moment that paved the way for cosmetic dentistry beyond the dreams of patients and colleagues. “Why not take ordinary dental plastic materials and increase the strength so these materials can be inserted into areas that would otherwise be useless to patients?” he mused. Inspiration met innovation, and GlasSpan® was invented. This bondable fiber reinforcement system features superior tensile and flexural strength. If a tooth is extracted due to diseased roots, a GlasSpan natural tooth bridge can be shaped and shaded to blend with other teeth and placed in the socket. “A lot of

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the theories and processes applied to this technology are based on what I learned at my high school job at Earl Scheib Auto Body,” chuckles Dr. Scharf. “It makes sense to combine elements that are durable and long-lasting. GlasSpan can be applied to simplify emergency treatment and is effective reinforcement material for a wide variety of procedures.”

The invention of this ultimate bond and its companion components enables dentists to perform sophisticated procedures unheard of 25 years ago, which often becomes the key to life-altering dentistry and fulfilled dreams.

DEDICATION TO DETAIL

Those dreams could not be fulfilled without cosmetic dentists like Dr. Scharf. Before he embarked on the quest to make beautiful smiles the norm, not the exception, men and women only imagined expressing joy and mirth with confidence. His skills are sought throughout the entire world. Patients from Eastern Europe, India, Scandinavia, Holland, Japan, Russia, and the Ukraine call him a hero and boast grins to prove it is true.

Dental problems experienced by two recent patients resulted from limited access to advanced cosmetic dental care in the former Soviet Union. According to an article in Tribune Company newspapers a generation ago, Russian families shared toothbrushes and only went to the dentist when their mouth hurt. The story states: In 1991, the average 35-year-old had 12 to 14 cavities, fillings, or missing teeth. Toothpaste meant whatever was available, and dental technologies were

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years behind those of the West. When Miss USSR was crowned in 1990, she flew to Philadelphia to have the gap in her teeth closed.

Lana, who grew up in the USSR, attests to the article’s merit. Now a U.S. citizen working in Wayne, she was never happy with her teeth due to discoloration from the side effects of Tetracycline (an antibiotic widely used in Russia). One of the first things she aspired to accomplish after college graduation was a mouth makeover. A career and family took precedence, and she postponed cosmetic dentistry time after time. Her sister is a dentist in Belarus, and she contemplated asking for a recommendation and having work completed during a visit. Again, she put it on hold. When her son graduated from college, Lana knew the time was right to pursue cosmetic dentistry. Finding Dr. Scharf was kismet.

“It was my time, and I vowed to have my teeth done,” she says. “I found two dentists in magazines and another through referral. One evening, I had dinner with friends at White Dog Café in Wayne and noticed a couple at the next table. He looked so familiar, but I couldn’t recall where I may have seen the man. I kept looking over, trying not to be obvious, then it hit me. It was the dentist I saw featured in a local magazine – Dr.
“Everything that day was soothing. Dr. Scharf, his staff, the music, the fish. From the moment I walked in the door, I felt welcome.”

LANA, PATIENT

Scharf. As I left the restaurant, I stopped at his table and wished him a good night. His reply: “See you soon!”

Lana reveals that she had prayed for guidance to choose the best cosmetic dentist, and meeting Dr. Scharf was prophetic. “This was a sign. I had no excuse to put off the procedure any longer. He showed up first. He was the one. I made an appointment and never looked back.”

On her first session with the dentist, Lana was immediately comfortable. “Everything that day was soothing. Dr. Scharf, his staff, the music, the fish. From the moment I walked in the door, I felt welcome. This is important when you are plunging into a significant challenge. His assistants Cindy and Carol held my hand, rubbed my shoulders, and encouraged me.”

It was a perfect experience for Lana from start to finish. “Dr. Scharf asked me what I wanted, and he listened. We concurred on crowns and veneers, and everything was finished in time for Christmas. I was all smiles throughout the holidays. The biggest compliment to the Pennsylvania Center for Cosmetic Dentistry practice is the reaction from family and friends. Everyone knew something was different about me, but they couldn’t pinpoint it. My son said, ‘You’re back, Mom. What did you do?’”

Leap from karma to love for another blissful tale in the annals of Dr. Scharf’s triumphs. Daniel will always cherish the assignment to shoot public transportation in Europe for a photo essay. Single and carefree, he opted to capture pretty women on rollerblades, bikes, and at the Prague Metro. He was breathless and in awe when he saw one woman waiting for a train. “She was beautiful,” he cries. “I introduced myself, she said her name was Svetlana, and beyond that, her mood was quite cold.”

The smitten photojournalist asked her to have coffee with him, but she refused. His heart soared when she agreed to a drink later. The drink led to dinner, and although he left for Zagreb the next day and subsequently returned to his home in Boulder, Colorado, Svetlana was never out of Daniel’s mind. The couple began an email romance and held rendezvous at Castle Lucia in Italy. “Her spirit overwhelmed me,” he declares. “I eventually went to Prague to stay with her, and we got engaged. Five years ago, we married and now live in Charlestown Township.”

Daniel is still thunderstruck with his wife’s exquisite looks and entrancing manner. There was just one flaw, her teeth, a result of substandard dental care in her native Ukraine and later, Molda-
Hollie (pictured left), a mother of three sons, wanted to pursue a new career path. Always fascinated by dentistry, she investigated opportunities at CHCI and was instantly convinced it was just what she needed. “I signed up on the spot,” she states.
via. She began to lose enamel and developed holes in her teeth, which increased in size between treatments. Svetlana had crowns, which changed her bite, and ultimately these began to fall out. A root canal was performed sans anesthetic, causing intolerable pain.

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During the experience, Svetlana felt similar to Lana. “I trust Dr. Scharf. I knew I was in good hands with him, Cindy, Carol, and Tracy. They are just what I prefer – kind, but not too sweet. Just the right mix of helpful and professional.”

Daniel viewed the dentist through a different set of standards – knowledge and expertise. “Dr. Scharf is so smart – so precise. He is so dedicated to detail from atom to molecule. He is a true master, and that is no overstatement. Svetlana has a repositioned bite and 32 new teeth, specifically designed for her custom look. She looks younger and even more beautiful.”

NEW DIRECTIONS
The same level of patient enthusiasm also comes from graduates of Contemporary Health Career Institute (CHCI). Many went from low-end or no jobs to productive careers and solid incomes. Dr. Scharf’s passion for hiring only the best led him to found the school. Jeff Scharf, CHCI Director, is instrumental in the success of students who have enrolled in
the accelerated diploma program. He not only leads the school, he writes letters of recommendation for each student and helps them produce résumés designed to punctuate the talent, skill, and expertise needed to excel in a dental practice. Rebecca Allen is the school’s lead instructor. Ten-class terms are held four times a year, and sessions are on Sundays – another example of Dr. Scharf’s genius, because no one has to miss work to get an education.

Hollie, a mother of three sons, wanted to pursue a career path after her divorce. Always fascinated by dentistry, she investigated opportunities at CHCI and was instantly convinced it was just what she needed. “I signed up on the spot,” she states. “Tracy, the Admissions Director, was so excited about the school, it was contagious. She loves what she does, and I knew I would too, when I finished classes.”

Hollie, in fact, was so enthralled with everything about CHCI that she can’t select a favorite aspect. She does call attention to hands-on training. “I liked learning about a procedure or process in class and then going upstairs for clinical practice. You retain so much more and are less likely to forget important steps.” CHCI changed Hollie’s life and allowed her to have the career she desired. She is currently a dental assistant at a corporate chain in Thorndale and couldn’t be happier. “Going to CHCI made a huge difference for me and my boys. I have a great job I love and make an excellent salary. I’m working with wonderful people and have endless opportunities ahead.”

Hollie advises anyone searching for a profession or making a mid-life career change to consider CHCI. “No matter how old or young you are when circumstances change, don’t sit and wallow. Pick yourself up and learn a new skill. Knowledge is a powerful thing, and CHCI is an outstanding place to get it.”

The same advice applies if you’re not thrilled when you look in the mirror. If you are wishing for an enhanced smile, listen to Lana. “I wholeheartedly recommend Dr. Scharf to anyone. He puts you under his wing and envelops you in comfort. He is so full of vitality – like the Energizer Bunny!”

For a new look, a new life, a new career, take a trip to Exton Dental Health Group, Pennsylvania Center for Cosmetic Dentistry, or Contemporary Health Career Institute. You may just walk out with the zip, zest, and vigor that you need to re-energize your life. CCL

Before an upcoming CHCI class session, Lead Instructor Rebecca Allen and Jeff Scharf, CHCI Director, review hands-on course instruction.