



DENTAL SPECIALTIES | PERIODONTICS

A cosmetic dentist weighs in on the perio-before-whitening discussion

Dr. Jossen Gastelum discusses how he handles tough conversations in his dental practice and why it's OK to tell a patients no when it comes to their smiles.

By — Kevin Henry

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It's something that is tackled in so many dental practices every week. A patient walks into the practice having seen a perfectly white Hollywood smile wanting to have that kind of smile. However, that patient has periodontal disease and is much more concerned about whiter teeth than bloody gums.

So how do a dentist and the dental team approach this discussion? That's the topic I discussed with Dr. Jossen Gastelum, a cosmetic dentist with a practice



Dr. Jossen Gastelum.

in Scottsdale, AZ, on a recent episode of "The DrBicuspid.com Podcast."

Gastelum, who also has [a very active social media presence](#), discussed the importance of addressing periodontal disease before focusing on cosmetic dentistry. He emphasized the need to ask for permission to share information with patients and educate them about the importance of periodontal health as the foundation for a beautiful smile.

Gastelum also highlighted the significance of aligning the entire dental team in managing a patient's expectations and spoke about the role of social media in attracting patients. He advises dentists to use the right keywords to stand out in a crowded marketplace and to underpromise and overdeliver when it comes to cosmetic results. Lastly, he emphasized the importance of saying no when necessary.

When it comes to addressing periodontal disease before any cosmetic dentistry procedure can begin, Gastelum believes it's important to ask the patient for permission to share everything the dentist and dental team sees.

"I think that's always a really tough question, because when people come in, the first thing that people notice, obviously, is your smile," Gastelum

said. "For most people, they want their smile to look great and beautiful and white and all of that, and a lot of people don't think about what the implications are healthwise for what your mouth looks like. I think a lot of the conversation when it comes to these things, for me, is asking patients for permission to offer what I would want to know."

You can watch our conversation below.

Interview timeline

(00:00) — Introduction and background

(04:16) — Managing patient expectations

(06:39) — Standing out in a crowded marketplace

(09:41) — Educating patients and managing their expectations

(11:04) — Saying no and handling patient feedback

(12:27) — Wrapping it all up

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