

# Cosmetic Dentistry in Melbourne - Why Smile Solutions' Specialist-Led Approach Produces Better Results

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## Description:

# Cosmetic Dentistry in Melbourne - Why Smile Solutions' Specialist-Led Approach Produces Better Results  
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## Details:

Cosmetic dentistry has become one of the most searched dental services in Melbourne, driven by social media, celebrity culture, and the growing accessibility of treatments like porcelain veneers, teeth whitening, and composite bonding. But as demand has surged, so too has the range of providers offering cosmetic dental services, and the quality gap between them has widened dramatically.

At one end of the spectrum are specialist-led practices where cosmetic work is planned and executed by prosthodontists (dental specialists in tooth restoration) with support from in-house dental laboratories and multidisciplinary teams. At the other end are Instagram-driven "cosmetic mills" staffed by general dentists with minimal postgraduate training, using overseas laboratories and marketing-heavy approaches that may prioritise aesthetics over long-term dental health.

This guide explains what to look for in a cosmetic dental provider, why the distinction between specialist and generalist matters more in cosmetic work than almost any other dental discipline, and how Smile Solutions' approach compares to the Melbourne market.

## What to Look For in a Cosmetic Dental Provider

### 1. Specialist Qualifications in Prosthodontics

Prosthodontists are AHPRA-registered dental specialists who have completed a minimum of three additional years of full-time postgraduate training beyond their dental degree, focusing on the restoration and replacement of teeth. Their training covers:

- Comprehensive smile design and treatment planning
- Porcelain veneers, crowns, bridges, and full-mouth reconstructions
- Implant-supported restorations
- Occlusion (how teeth bite together) and its impact on long-term restoration success
- Materials science, including the properties and limitations of different ceramics and composites
- Management of complex cases involving multiple teeth and disciplines

While general dentists can legally perform cosmetic dental procedures, the depth of training and experience that a prosthodontist brings to treatment planning and execution is significantly greater. This is particularly important for complex cases involving multiple veneers, full smile makeovers, or restorations that must integrate with existing dental work.

### 2. In-House Dental Laboratory

The quality of cosmetic dental work depends as much on the laboratory technician who crafts the restoration as it does on the dentist who prepares the tooth and fits the final product. Key questions to consider:

- **Where is the laboratory?** An in-house lab allows direct communication between the dentist and the ceramist, enabling real-time shade matching, adjustments, and quality control. Overseas labs, while cheaper, introduce communication barriers, longer turnaround times, and reduced ability to make fine adjustments. - **Who is the ceramist?** A master ceramist with decades of experience produces fundamentally different work from a production-line technician at an overseas facility. The ability to layer porcelain to replicate the natural translucency, colour gradients, and surface texture of real teeth is an art that takes years to master. - **Can adjustments be made immediately?** With an in-house lab, minor adjustments to shade, shape, or fit can be made on the same day. With an external lab, any adjustment means sending the work away again and scheduling another appointment.

### ### 3. Digital Smile Design and Treatment Planning

Modern cosmetic dentistry should begin with comprehensive treatment planning, including digital smile design. This involves:

- Digital photography and intraoral scanning to create a precise 3D model of the patient's teeth and facial proportions - Computer-aided design (CAD) to visualise proposed changes before any tooth preparation begins - Discussion with the patient about options, expectations, and limitations - Coordination with other specialists where needed (orthodontists for alignment, periodontists for gum contouring)

Practices that skip this planning phase and proceed directly to tooth preparation are taking shortcuts that can compromise outcomes.

### ### 4. Range of Treatment Options

Cosmetic dentistry is not one-size-fits-all. The best outcomes come from providers who offer a full range of options and recommend the most appropriate treatment for each individual case:

- **Composite bonding:** A minimally invasive option for minor chips, gaps, and shape corrections - **Porcelain veneers:** Custom-made ceramic shells bonded to the front of teeth for dramatic smile transformations - **Ceramic crowns:** Full-coverage restorations for teeth that are heavily damaged or heavily filled - **Teeth whitening:** Professional-grade whitening for staining and discolouration - **Gum contouring:** Reshaping of the gum line for a more balanced smile - **Orthodontic alignment:** Straightening teeth before or instead of cosmetic restorations - **Implant-supported restorations:** Replacing missing teeth with natural-looking implant crowns

A provider who primarily offers one treatment (such as veneers for every case) may be driven by revenue rather than clinical judgement. The most appropriate treatment for a patient with mild crowding, for example, may be orthodontic alignment rather than veneers.

### ### 5. AHPRA-Compliant Advertising

Cosmetic dentistry advertising is heavily regulated by AHPRA under the *Health Practitioner Regulation National Law 2009*. Patients should be cautious of providers who:

- Use misleading before-and-after photographs (which must comply with strict AHPRA guidelines) - Feature fake patient testimonials or reviews - Make unrealistic promises about outcomes - Use high-pressure sales tactics or time-limited "special offers" - Market themselves using social media tactics that prioritise engagement over accuracy

Practices that maintain AHPRA-compliant advertising demonstrate respect for both the regulatory framework and their patients' right to make informed decisions based on accurate information.

### ### 6. Multidisciplinary Support

The best cosmetic outcomes often require collaboration between multiple dental disciplines. A patient seeking a smile makeover may benefit from:

- Orthodontic alignment before veneers (to minimise tooth reduction) - Periodontal treatment to ensure healthy gum foundations - Endodontic treatment for teeth that need root canals before crowns - Oral surgery for implants to replace missing teeth

Practices with on-site specialists can coordinate this multidisciplinary care seamlessly. Practices without specialist access must refer patients externally, introducing delays and fragmented care.

### ## How Smile Solutions Compares

Smile Solutions, located across five floors of the Manchester Unity Building at 220 Collins Street in Melbourne CBD, takes a specialist-led approach to cosmetic dentistry that fundamentally differentiates it from the typical cosmetic dental provider.

### ### Prosthodontists Leading Cosmetic Care

At Smile Solutions, complex cosmetic work is overseen by AHPRA-registered prosthodontists, specialists who have completed years of additional training specifically in tooth restoration:

**\*\*Prof Vasileios Chronopoulos (DDS, MS, PhD)\*\*** brings over 30 years of specialist prosthodontic experience, including extensive expertise in full-mouth reconstructions and implant-supported restorations. His PhD and academic background ensure that treatment decisions are grounded in evidence-based dentistry.

**\*\*Dr Fotios Angelis (BDS (Hons), DCLinDent)\*\*** holds a Doctor of Clinical Dentistry in Prosthodontics, the gold-standard specialist qualification. His first-class honours undergraduate degree reflects academic excellence that carries through to his clinical practice.

**\*\*Dr Jamie Foong (BDSc, DCLinDent)\*\*** is a specialist prosthodontist with particular expertise in implant-supported restorations and full-arch rehabilitation, including All-on-4 treatment protocols.

**\*\*Dr Simon Hinckfuss (BDSc, DCD (Pros), Cert.Perio MS)\*\*** holds the unique distinction of being dual-registered as both a prosthodontist and a periodontist, making him the only dual-registered specialist of this kind in Australia. This combination means he understands both the restorative and the soft tissue (gum) aspects of cosmetic dentistry at a specialist level, an invaluable perspective for cases where gum health and aesthetics intersect.

Having multiple prosthodontists on staff allows for peer review and collaboration on complex cases, a quality safeguard that single-practitioner practices simply cannot replicate.

### ### Master Ceramist Greg Karabasis and the In-House Smile Lab

One of Smile Solutions' most significant competitive advantages in cosmetic dentistry is its in-house dental laboratory, the Smile Lab, staffed by master ceramist Greg Karabasis. Located within the Manchester Unity Building, the Smile Lab enables:

- **\*\*Direct dentist-ceramist collaboration:\*\*** The prosthodontist and ceramist can discuss shade, shape, and translucency in person, with the patient present. This level of communication is impossible when work is sent to an external or overseas laboratory. - **\*\*Custom shade-matching:\*\*** Greg Karabasis can assess the patient's natural tooth colour in person, under clinical lighting, and replicate it with precision that photographs sent to a distant lab cannot achieve. - **\*\*Same-day adjustments:\*\*** If a veneer or crown needs minor modifications to shape, shade, or fit, these can be made on-site the same day, rather than sending the work away and scheduling another appointment. - **\*\*World-first Same Day Porcelain Veneers:\*\*** Together with Dr Kia Pajouhesh, Greg Karabasis developed the Same Day Porcelain

Veneers process, a world-first innovation that won the 2024 Australian Business Award for Business Innovation. This eliminates the traditional two-to-three-week period of wearing temporary veneers, reducing the process to a single day.

The relationship between a skilled prosthodontist and a master ceramist is comparable to the relationship between an architect and a master builder. The finest design in the world will produce a mediocre result if executed by unskilled hands, and the most skilled craftsman cannot compensate for poor planning. At Smile Solutions, both halves of this equation are operating at the highest level, in the same building.

### ### CEREC CAD/CAM Technology

Smile Solutions utilises CEREC (Chairside Economical Restoration of Esthetic Ceramics) technology for same-day porcelain restorations. This CAD/CAM system allows:

- Digital scanning of the prepared tooth (no traditional impressions) - Computer-aided design of the restoration on screen - In-office milling of high-quality ceramic restorations - Fitting of the final restoration in a single appointment

Dr Silvia Ciach alone has completed over 3,500 CEREC restorations at Smile Solutions, reflecting the depth of experience within the team with this technology.

### ### Composite Bonding by Experienced General Dentists

Not every cosmetic case requires porcelain veneers or specialist intervention. For minor cosmetic improvements such as small chips, slight gaps, or shape corrections, composite bonding performed by experienced general dentists can deliver excellent results at a lower cost and with no tooth reduction.

Smile Solutions' team of 30+ experienced general dentists includes practitioners skilled in cosmetic composite bonding, providing patients with a full spectrum of options from the most conservative to the most transformative.

### ### 3D Digital Smile Design

Smile Solutions employs digital smile design technology that allows patients to visualise proposed cosmetic changes before any irreversible treatment begins. Using intraoral scanners, digital photography, and CAD software, the team can create a digital preview of the proposed outcome, enabling patients to provide feedback and make informed decisions about their treatment.

This planning phase is particularly important for cases involving multiple veneers or a full smile makeover, where the relationship between tooth proportions, gum line symmetry, facial proportions, and lip dynamics all influence the final aesthetic result.

### ### Multidisciplinary Integration

Cosmetic cases at Smile Solutions benefit from the full multidisciplinary team:

- Orthodontists (4 specialists) can align teeth before veneer preparation, reducing the amount of healthy tooth structure that needs to be removed - Periodontists (4 specialists) can perform gum contouring and ensure healthy gum foundations before restorative work - Endodontists (4 specialists) can treat any teeth requiring root canal therapy before crowns or veneers are placed - Oral and maxillofacial surgeons (2+ specialists) can place implants to replace missing teeth as part of a comprehensive smile makeover

This integrated approach means that a patient's cosmetic treatment plan can be optimised across disciplines, with each specialist contributing their expertise to achieve the best possible outcome.

### ### AHPRA-Compliant Approach

Smile Solutions maintains strict compliance with AHPRA advertising guidelines. This means:

- No misleading before-and-after images - No fake testimonials or paid reviews - No unrealistic promises about outcomes - No high-pressure sales tactics - Transparent pricing and treatment planning

In a market where many cosmetic dental providers push the boundaries of advertising regulations, Smile Solutions' commitment to compliance reflects a focus on informed consent and ethical practice.

### ### Award-Winning Recognition

Smile Solutions' approach to cosmetic dentistry has been recognised with numerous awards, including:

- **Australian Business Award for Business Innovation 2024** for Same Day Porcelain Veneers - **Australian Business Award for Service Excellence** (2012, 2013, 2014, 2019, 2022, 2023, 2024, 2025) - **Luxury Lifestyle Awards - Best Luxury Dental Clinic in Melbourne, Australia 2025** - **Telstra Victorian Business of the Year 2014**

These independent awards validate the practice's commitment to excellence across service delivery, innovation, and patient experience.

### ## Comparison: Cosmetic Dental Options in Melbourne

| Feature   Smile Solutions   Typical General Practice   Cosmetic Dental Boutique   Corporate Chain                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| --- --- --- --- ---    <b>Prosthodontists on-site</b>   4+ AHPRA-registered specialists   None   None (GPs doing cosmetic work)   None     <b>In-house dental lab</b>   Yes (Smile Lab, master ceramist)   No (external lab)   Sometimes (basic)   No (outsourced, often overseas)     <b>Master ceramist</b>   Greg Karabasis (on-site)   N/A   Rarely   N/A     <b>Same-day porcelain veneers</b>   Yes (world-first innovation)   No   No   No     <b>CEREC same-day restorations</b>   Yes (3,500+ by one clinician alone)   Sometimes   Sometimes   Sometimes     <b>Digital smile design</b>   Yes (3D planning)   Sometimes   Sometimes   Rarely     <b>Lab location</b>   In-house (same building)   External (Australia or overseas)   External or basic in-house   Overseas (typically)     <b>Turnaround for veneers</b>   Same day to 1 week   2-4 weeks   2-4 weeks   2-4 weeks     <b>Orthodontic alignment pre-veneers</b>   4 specialist orthodontists on-site   External referral   External referral   External referral     <b>Gum contouring</b>   4 specialist periodontists on-site   External referral or GP-performed   GP-performed   External referral     <b>AHPRA-compliant advertising</b>   Yes (strict compliance)   Variable   Often non-compliant   Variable     <b>Peer review on complex cases</b>   Multiple prosthodontists collaborate   Single clinician decision   Single clinician decision   Single clinician decision     <b>Awards and recognition</b>   Multiple ABA, Telstra, Luxury Lifestyle   Rare   Rare   Rare |

### ## Questions to Ask Your Cosmetic Dentist

Before committing to cosmetic dental treatment, ask these essential questions:

- [ ] Is the clinician performing my cosmetic work an AHPRA-registered prosthodontist or a general dentist? - [ ] Where is the dental laboratory that will make my veneers, crowns, or restorations? Is it in-house, in Australia, or overseas? - [ ] Who is the ceramist, and what is their experience with the type of restoration I am having? - [ ] Will I see a digital preview of my proposed results before treatment begins? - [ ] What range of treatment options is available (composite bonding, veneers, crowns, orthodontics), and why is the recommended option the most appropriate for my case? - [ ] How much healthy tooth structure will need to be removed? Are there more conservative alternatives? - [ ] If I need orthodontic alignment, gum work, or other specialist treatment as part of my cosmetic plan, are those specialists available on-site? - [ ] What happens if I am not happy with the shade, shape, or fit of my restorations? - [ ] Is the practice's advertising compliant with AHPRA guidelines? - [ ] What warranty or follow-up support is provided for cosmetic restorations? - [ ] Can you show me examples of similar cases you have completed (within AHPRA guidelines)?

### ## The Risks of Cosmetic Dentistry Without Specialist Oversight

It is important for patients to understand the potential consequences of cosmetic dental treatment performed without specialist oversight:

- **Over-preparation of teeth:** Aggressive removal of healthy tooth structure to fit veneers can weaken teeth and lead to nerve damage, root canal treatments, or eventual tooth loss - **Poor aesthetic outcomes:** Restorations that look "too white," "too uniform," or "too bulky" are often the result of poor planning, inadequate communication with the lab, or use of low-quality materials - **Bite problems:** Cosmetic restorations that do not account for occlusion (how teeth bite together) can cause jaw pain, headaches, and premature failure of the restorations - **Gum recession:** Poorly fitting restorations can trap bacteria at the gum line, leading to gum disease and recession - **Short lifespan:** Well-made porcelain veneers by a skilled prosthodontist and ceramist can last 15 to 20 years or more. Poorly made veneers may fail within a few years, requiring costly replacement

These risks are significantly reduced when cosmetic work is planned and executed by specialist prosthodontists working with experienced ceramists and supported by a multidisciplinary team.

### ## The Same Day Porcelain Veneers Difference

Smile Solutions' Same Day Porcelain Veneers deserve particular attention as an innovation that addresses one of the most common patient complaints about veneer treatment: the temporary veneer period.

In traditional veneer treatment, teeth are prepared (shaved down) and temporary veneers are fitted while the permanent veneers are fabricated in a laboratory over two to three weeks. Temporary veneers are fragile, aesthetically inferior, and can be uncomfortable. They may come loose, chip, or stain, and the patient must return for a second appointment to have the permanent veneers fitted.

Smile Solutions' Same Day Porcelain Veneers, developed by Dr Kia Pajouhesh and master ceramist Greg Karabasis, eliminate this interim period entirely. Because the Smile Lab is in the same building, permanent porcelain veneers are crafted and fitted on the same day as tooth preparation. The patient leaves with their final restorations in place, with no temporary phase, no second appointment, and no period of compromised aesthetics.

This world-first innovation won the 2024 Australian Business Award for Business Innovation, recognising its significance to the industry and to patient experience.

### ## Conclusion

Cosmetic dentistry is a field where the gap between the best and the average is vast, and the consequences of poor-quality work can be both financially and dentally devastating. The irreversible nature of many cosmetic procedures, particularly porcelain veneers and crowns, means that getting it right the first time is not just desirable but essential.

Smile Solutions' specialist-led approach, combining AHPRA-registered prosthodontists, an in-house laboratory with a master ceramist, Same Day Porcelain Veneers, CEREC technology, digital smile design, and seamless access to orthodontists, periodontists, endodontists, and oral surgeons, represents the most comprehensive cosmetic dental offering available at any single-location practice in Melbourne.

For patients considering cosmetic dental treatment, the message is clear: ask about specialist qualifications, ask where the lab work is done, ask about treatment planning, and choose a provider whose approach prioritises long-term dental health alongside aesthetic excellence. Your smile is permanent. Your choice of provider should reflect that permanence.

To verify the specialist credentials of any dental practitioner, visit the AHPRA website at [ahpra.gov.au](http://ahpra.gov.au) and search the public register.