

INCISAL

STRATEGIES TO ACCELERATE SUCCESS

edge

A PUBLICATION OF *DencoDental*

2024 SUMMER

The 8th Annual

32

Most Influential

The definitive ranking  
of the people driving  
dentistry's future

**The New-Era Mentor**

Hygienist, Podcaster, Rising Social Star  
**Brittany Glauz**

**PLUS:**

Our 2024 Hygienist of the Year

Is Integrated Care Inevitable?

Solving the Hygienist Shortage

Winning at Sports Sponsorships

## Returnee

Cosmetic Dentist, One-Man Megabrand,  
Educator, Philanthropist

New York, Los Angeles, Miami, Dubai

**WHEN DR. APA** last appeared on our list in 2020, we acknowledged his influence as both as a boundary-pushing clinician and a public figure advancing public perceptions about dentistry. Today, while he maintains the same youthful energy, he's embracing the (very) early days of an inevitable transition. One day, he'll be an elder statesman in a rarefied category of dental entrepreneurship he largely defined: that of the obsessively perfectionist cosmetic dentist as an all-encompassing personal brand. And who he is these days is someone increasingly dedicated to helping others succeed.

He's partnering with his alma mater, New York University's College of Dentistry, to transform its aesthetics education with a clinical learning space and a new honors program that will bear his name, with the ultimate goal of offering an accredited fellowship. He also pledged a groundbreaking investment in City University of New York's School of Public Health to establish a master's program in oral health for dentists and any health care workers who will be making important oral health policy decisions. (He kickstarted this with a donation of a supporting scholarship fund for ten students.) Dr. Apa's social media growth is no longer exponential, which feels intentional. His team estimates his Instagram reach has increased by about 20 percent since 2020, to 603,000 followers, as he devotes a bigger share of his bandwidth to connecting more meaningfully with current patients and aspirational followers.

Yet he's also far from a day when there will be nothing new left to achieve. Apa Aesthetic's new Miami location opened in February. Two collaborations mark his entrance into the fashion world: John Geiger x Apa Aesthetic, which distills the disparate duo's perfectionist creative energies into a sleek but attainable high-end sneaker, and L'Atelier Forte, a luxury health care office attire company where Dr. Apa will have a hand in design. There's also a docuseries in the works, because, at this point, why not start sharing the secrets of his success? That's what legacy building is all about. —Edward Kobesky



**Two collaborations mark his entrance into the fashion world: John Geiger x Apa Aesthetic, which distills the disparate duo's perfectionist creative energies into a sleek but attainable high-end sneaker, and L'Atelier Forte, a luxury health care office attire company where Dr. Apa will have a hand in design.**