

QUINTESSENTIAL STYLE

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SUZY CHAFFEE  
VAIL, COLORADO, 1969  
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## Enter: The Status Smile Anti-Aging For Your Teeth

BY MICHAELA ENGLISH

**Some people flash** a signature smirk, while others greet the lens with a full, open smile when a photographer captures them at a party. And then there are those of us who engage in mental gymnastics, contemplating various poses to avoid drawing attention to dental imperfections, such as a discolored front tooth that's seen brighter days or a receding gum line. Surprisingly, this feeling is quite common as we age. Dr. Michael Apa of Apa Aesthetic, affectionately dubbed the "Tom Brady of Teeth," reveals, "So many patients begin their consultations by saying, 'I lost my smile.' They show me old photos and, honestly, when I look at a patient, I can tell immediately what was there or was supposed to be there."

A trusted name in luxury aesthetic dentistry and a futurist in the world of veneers, Dr. Apa has perfected a signature hybrid model that fuses digital precision with custom hand-layering for a flawlessly seamless smile. Simply put, this is ions away from your childhood dentist experience. Chances are you've heard of Apa, the man behind the confident smiles of Jennifer Lopez and Kendall & Kylie Jenner, among many other big names. He operates dental destinations in New York City, Dubai, Miami and Los Angeles where his smile makeover clientele also become holistic patients for cleanings, whitenings, cavity fillings and more. He's also the owner of a luxury dental line called Apa Beauty with whitening toothpastes, sonic toothbrushes, lip balms and "Blue Lip Shine" for an extra glowy grin, literally. Dr. Apa's realm of cosmetic den-

tistry is indeed taking flight and growing with each year. He tells *QUEST*, "The 'Zoom Boom' had a profound effect on facial awareness. In 2020, we saw a 65% increase in patient bookings, and Apa Beauty products completely sold out. We were scrambling to restock and meet demand. Post pandemic, interest in aesthetic dentistry has only continued to rise. Now, it's a social media boom. Providers can reach patients directly and educate potential consumers about the possibilities." His aesthetic is refreshingly real; we're not talking the overly obvious Orbit commercial white chilet smiles of yesteryears. Dr. Apa states, "I favor natural aesthetics and the patients who see me generally do too. An effective smile makeover addresses three things: function, aesthetics and overall facial harmony. Looking at a smile close-up means nothing; you need to understand the full face." So, what drives Dr. Apa, the mastermind behind so many radiant smiles? "Excellence," he says. "I tell my team that every day is game day. We don't have the luxury of practice games."

**Q. Almost as if overnight, it feels that the hum of the internet and certain social circles have become obsessed with teeth just as much as their cosmetic dermatology counterparts. Can you share any thoughts on why you think teeth have received a renewed interest?**  
**DA:** You know, in the early days of Botox, there was stigma and secrecy;

the bad examples got attention. Now, Botox is a widely embraced solution for wrinkles, TMJ, migraines. And it's understood that results depend on the provider and the patient. Veneers have had a similar evolution. They were Hollywood's best kept secret, but also another word for unnatural chidlets. Now, people understand what can be achieved.

**Q. What are new patients' options when they come to Apa Aesthetic?**

**DA:** Patients who come to us are coming for a smile makeover. That's the door opener. Once they're here, they can do all their general dentistry under our roof.

**Q. Can you give us the rundown, what is a 'Smile Makeover'?**

**DA:** Your teeth support the lower third of your face and they tell a story. Wear, discoloration and black triangles are aging. Whereas a bright, full smile says young and healthy. Smile makeover has become a buzz term. For us, it's a way of saying we're going to use restorative dentistry to reverse the clock or establish what's functionally and aesthetically missing. Veneers are one tool in our toolbox, hand-layered using porcelain powder and a paintbrush. They are as thin as an eggshell and cover the front façade of a tooth. For some patients, a smile makeover can be achieved with veneers alone. For others, it may involve crowns, bridges, or implants. We do it all and ensure it's undetectable. Restored teeth that look like teeth. That's the name of the game.

**Q. You've said anti-aging and dentistry go hand in hand in your practice. Can you share more?**

**DA:** Restorative dentistry is anti-aging dentistry. Over time, we become more and more asymmetrical, from aging. Our muscles change; we lose collagen, elastin and fat; our teeth break down. We collapse and disrupt the harmony and balance. When doing someone's teeth, I'm thinking about where they are in the natural aging process. Where in the face do the asymmetries exist? How much tooth is exposed when talking, smiling, socially smiling? How do the teeth support the lips? How is the smile displayed, and lastly, what does the tooth-color do to the face? These are the macro considerations that go into a treatment plan. Then, we get into the micro details, like texture, shape, rotations, light reflection, translucency, etc. In its restorative nature, the right smile makeover is anti-aging. We can balance asymmetry, rebuild lip support and increase the vertical dimension of the lower third of the face. Color is also important. With the right design and ceramic, we can give a 50-year-old the smile she had when she was 20.

**Q. What advancements have happened in the world of luxury aesthetic dentistry? Any predictions for the year to come?**

**DA:** There have been a lot of developments in the digital space. Some of it's good. We use digital technology for efficiency and accuracy, but how we integrate that technology into our process sets us apart. We pioneered the Hybrid Model, which digitizes the early steps (in a smile makeover) and concludes with custom hand-layering. With porcelain powder, we build natural character into our restorations. It's an old art form and, for us, not going anywhere. The future is all about finding the perfect balance between innovation and tradition.

**Q. How can we be taking better care of our teeth in 2025?**

**DA:** I used to say it in jest, but, seriously, if you're over thirty and live in a



*From above: An array of Apa Smile oral care and beauty products including toothpastes, rinses, gum gels and toothbrushes designed to enhance your smile; Dr. Michael Apa, seated, reviews a set of veneers with his team. Opposite page, from left: Jennifer Lopez reportedly wears an Apa Smile; Dr. Apa flashes a well-aligned set of pearly whites.*

big city, chances are you should be sleeping in a nightguard. Brush with an electric toothbrush. Floss—morning and night. It's okay to use a Waterpik for one of those sessions but not as an equal replacement for dental floss. Get a professional cleaning from a licensed hygienist at least twice per year. Really, I say you should be seeing your dentist every 3-4 months. ♦