WHEN DR. GARY BRAUNSTEIN OF
Encinitas, California, first heard
about the ProVeneer system, he
took they sounded too good to be
true. But after using them to give his
patients natural looking, beautiful,
and affordable smiles for the past
few years, he’s a true believer.

What drew you to ProVeneers?
I began using ProVeneers in January
2014, when it was called EasySmile
LifeLike Veneers. I have done a
significant amount of traditional,
minimal, and no-prep porcelain
veneers over the years. During the
downturn in the economy, we saw a
reduction in the number of patients
accepting porcelain veneers due to
the associated high costs. I discov-
ered ProVeneers on the internet, and
found that they could be done in
one short visit with no preparation
of teeth required, and at a much
lower cost than traditional porcelain
veneers. It sounded too good to be
true, so I contacted the founder, Dr.
Harvey Silverman, to learn more.

What do you like best about the
product? How does it compare
to others on the market?
What I like best about the product
are the results we are able to achieve
for our patients with a non-invasive
procedure that is very affordable.
Also, its ease of use; it is extremely
easy to place without sticking to
instruments. Additionally, the
results are very natural looking, not
fake, and the procedure is totally
under my control (meaning I am
not dependent on a dental labora-
tory and there are no associated
dental lab costs). Finally, and most
importantly, I can create a Smile
Preview Veneer System in less than
two minutes. Case acceptance has
skyrocketed once patients are able
to see how this material can change
their smile—and their life.

What have been the results and/
or patient responses?
The results have been nothing short
of amazing. We have done as few
as only one tooth up to full smile
makeovers with eight to 10 teeth in
an arch. When patients are shown
the results, the most common
response is “WOW!” , which we
hear from about 80 percent of our
patients.

Why would you recommend this
product to your colleagues?
I would recommend this product to
my colleagues if they wanted to add
a cosmetic procedure that will dif-
cerentiate their practice from others.
It will greatly increase the amount
of cosmetic dentistry that they will
do. Their patients will become rav-
ing fans that are happy and eager to
refer and they will see a significant
improvement in their bottom line.

... the results are very
natural looking, not fake.”

How Silmet’s ProVeneer™ provides the “wow”
factor for one doctor’s practice [by Terri Lively]