

Sink Your Teeth Into This Spa

Would you like a massage with your dental work?

"Who wouldn't?" theorized dentist Cary Ganz of Long Island, New York, who, since April, has been running what could be the first dental spa in the country.

"I got tired of people saying, 'I hope you don't take this personally, but I just hate dentists,'" says Ganz, who endured such comments for more than 25 years before devising a spa solution that would lower patient stress.

Complimentary spa treatments are administered to patients by his receptionist, who also happens to be a licensed aesthetician. Light facial massages, stress-relieving eye pillows, and hand-moisturizing treatments are offered, while longer dental visits can incorporate a shoulder or neck massage.

The "let's-forget-we're-at-the-dentist" routine begins in the waiting room, with its comfy couches, cappuccino, and aromatherapy. It continues in the treatment rooms, where patients can surf the Net accompanied by music to suit their tastes.

"The patients' stress has gone down dramatically, since they are more relaxed," Ganz says. "How can you complain about being at the dentist when you are being pampered?"

Call (516) 741-1230, or visit the Web site at www.ganzdental.com

Valerie J. Nelson