

FOR IMMEDIATE RELEASE

## Sorrento Dental Opens New, Expanded State-of-the-Art Dental Facility

**Ipswich, MA, June 21, 2011**—Sorrento Dental, a local leading provider of quality dental care, is proud to announce the opening of their new location in Ipswich today. The new office, located at the Cable Professional Building at 130 County Road will take the place of their previous location, in the same building, where Dr. Sorrento and his team have practiced for over 12 years.

Sorrento Dental provides the local community with personalized, gentle dental care, creating healthy, beautiful smiles. After outgrowing his previous location, Dr. Sorrento and his team began researching the most efficient technologies for use in his new office space and created the optimal setting for his patients' professional dental care. This new state-of-the-art office provides patients with a warm inviting atmosphere and the newest dental technology. With a space available just across the hall, Dr. Sorrento began renovations in January of this year.

The new office includes five modern patient care rooms and uses state-of-the-art low radiation digital X-rays. In addition, the practice will continue to accept most insurance plans.

When patients arrive for their next appointment, they will notice the following changes:

- **Hands free, state-of-the-art sterilization center**
- **Private Consultation Areas**
- **Digital X-rays and Intraoral Cameras:** Dr. Sorrento and his team are using the latest technology in digital X-rays and Intraoral Cameras which provide sharp, clear images right on a computer screen in real time, requiring just a fraction of the radiation of traditional film X-rays. Digital technology also enables the storage of all patient records on the network and facilitates interoffice contact with dental colleagues via email.
- **CEREC Technology** – Dr. Sorrento now utilizes CEREC technology, providing porcelain restorations in just minutes, rather than having to wait weeks and return to the dentist office multiple times. The high-resolution optical impressions taken using the CEREC system can be used to create ceramic restorations that fit teeth perfectly and match the rest of the teeth all in one visit.
- **Laser Periodontal Treatment:** Dr. Sorrento has implemented the latest and finest laser technology for smooth, precise tissue modification. The office is now equipped with laser technology that can treat deep gingival pockets that harbor bacteria and cause gum disease.

"This new location will allow me to better meet the needs of my patients and provide a convenient, comfortable environment where they can receive the latest in comprehensive, quality dental care," said Dr. Sorrento. Practicing for over 20 years, Dr. Sorrento opened his office in Ipswich, MA in 1999. He continues to provide general dentistry for adults and children as well as specialty care services including dental implants, crowns, veneers and teeth whitening.

Other exciting changes to see are flat screen monitors at all stations, a beautiful waterfall in the reception area and a slideshow of some local photography taken by the doctor himself. "We are excited to offer our patients a new state-of-the-art facility that meets our growing needs and implements new dental technologies," stated Dr. Sorrento. "We aim to make each patient's office visit the greatest part of their day – with the goal of providing extraordinary results and amazing smiles – and now we have the space to make that vision a reality."

Dr. Sorrento customizes treatment to each patient's needs. New patients are welcome. Additional information on Dr. Sorrento and his practice are available by calling (978) 356-0602 or visiting [www.sorrentodental.com](http://www.sorrentodental.com).

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