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For Immediate Release

In Down Economy Gentle Dentistry Makes Steep Climb

Buffalo, NY - In perhaps what is considered the worst economy in America's history, as giant employers lay off thousands, one smaller, astute company continues to grow and add to the workforce. As one of the fastest growing companies in the Buffalo/Niagara region, Gentle Dentistry of East Aurora has a proven track record of success and continues to boost the economy through increased employment, business with vendors, as well as spurring the construction trade by building a new "state-of-the-art" practice in Lancaster.

"It is our pleasure to serve the people of WNY. They have been great to us and we are here to help them in any way that we can," says Dr. Leslie Glassbrenner, owner and CEO of Gentle Dentistry.

When asked if the recession might force cutbacks, Glassbrenner said, "No Way! 'Cutback' is not in our vocabulary while we are increasing at an unprecedented rate. One of the keys to our success is that in a down trending economy, we don't spend less, we spend differently."

Currently employing 35 employees, Gentle Dentistry is one of the largest Dental practices in the area and boasts a very loyal customer base. This may be due in part to the innovative Total Care program implemented by the practice to ensure complete dental care. The Total Care program ensures that all dental needs are taken care of in a comprehensive, systematic way. Knowing that when there are problems with your teeth, it can affect the whole body, Gentle Dentistry assures that there will not be underlying or continuing problems in the future by not only treating the outward symptoms, but getting to the root of the problem.

Gentle Dentistry of East Aurora PLLC was acknowledged in the "Fast Track 50", by Business First of Buffalo. Out of the fifty fastest growing companies in WNY, Gentle Dentistry of East Aurora, PLLC was number fifteen. The award is based on total sales and employee growth. Since 2006, sales have increased 63.26 %, with an employee growth rate of 100%.

The new Lancaster office is now open and accepting new patients. Located at 5007 Transit Rd, Depew, book your appointment by calling 716 652 7080 or visit us at www.wearegentledentistry.com.