

# PEACH PATROL

The people who make Atlanta

## PETER BOULDEN

*Molding a More Perfect Smile*

**Y**ou might not know him by name, but you probably recognize his face. I did—from 8' x 5' ads (there were eight of them) that used to hang in Phipps Plaza. "We did that campaign two years ago and I still get asked about it once a week," says Dr. Peter Boulden, DMD. And that is one of the strategic marketing tools he and his business partner Dr. Susan Estep use to grow their three-year-old practice, Atlanta Dental Spa, in Roswell. That, and the fact that they have transformed going to the dentist from something to be dreaded into an ultra-luxe experience. Bose headsets, flatscreens and an Internet café are all part of a trip to the tooth doctor now.

Patients from all over visit Boulden to benefit from his artistry as a cosmetic dentist. In fact, the practice is growing so rapidly, that Boulden is in negotiations to open a Buckhead location within the year.

But how does one get into the field of cosmetic dentistry? "I like to build things," says the Marietta native. "I can fix anything. I wanted to have an artistic impact." He certainly has, in designing his new home in Buckhead, which he shares with his bull mastiffs "Nyah" and "Emma." "I am a control freak," about design, he concedes. Just visit his office. Everything is customized, from the rounded corners (sharp ones are too harsh for this smoothie) to the earth-friendly bamboo floors. And thanks to his sister Jennifer's eco-touch, they are a paperless office, and use digital rather than film x-ray machines. — *Elissa Rosen*

### JUST THE FACTS

**What have you had done to your own smile?** "I have veneers on my side teeth in order to widen my smile."

**Your hobby?** Motocross. "I just got back from vacation where my dad and I rode motocross from LA to Vegas. It was amazing. We did not take one road."

**On your Tivo?** "House and MTV's *Rob & Big*."

**On your iPod?** "Doxology and Breaking Benjamin."

**Atlanta women?** "I love them. Atlanta has the most beautiful women."

**Biggest turnoff?** "Selfishness."

**Are you selfish?** "I don't think I am."

**What is your secret indulgence?** "Ironically, it is desserts."

