

## DR. STEVEN R. FOX

### FIRST IMPRESSIONS THAT IMPRESS

BY ANTHONY MICHAEL

“Helping people is my forte and my passion, and there’s no time like the present to truly improve your presence!”

Dr. Steven R. Fox

First impressions matter, and whether you’re on a first date, your first interview for that big job, showing up for your first day of school, the first thing everyone notices is the appearance of your teeth and, overall, the story that’s being told by your mouth.

And, while there are any number of professionals who claim to be the most highly qualified cosmetic dentists in New York, it’s Dr. Steven Fox who is called upon by a who’s who of royals, celebrities, and other luminaries to complete the perfect veneers, whitening, or more complicated reconstructions such as implants. He can even cure bad breath — more on that in a minute.

In fact, he’s been referred to as an “icon.” a bar he says is quite high, but he’s up for the challenge. “Let’s put it this way — I’ll accept the accolade and do my best to live up to it,” said Dr. Fox in an exclusive interview with *Social Life*.

Back to bad breath, or, as doctors call it, halitosis. Dr. Fox is now leading the way not only in evolving one’s appearance but also one’s presentation from an olfactory point of view. According to Dr. Fox, halitosis, bad taste, and periodontal disease are caused by a bacterial imbalance in the mouth. “And, it’s possible that a bacterial infection can travel through the bloodstream to other areas of the body and contribute to systemic disease,” says Dr. Fox who recently founded Fox Fresh Breath Dental, a highly specialized NYC practice.

“We use high-tech diagnostic equipment to analyze the bacterial imbalances of the mouth and apply evidence-based prescribed treatments, developed over 30 years, to cure bad breath and treat periodontal disease with a non-surgical solution,” says Dr. Fox. “Your bad breath is eliminated and other potential health issues may be reduced or avoided altogether.”

Whether it’s bad breath, a cosmetic fix, or something more complicated, Dr. Fox is the epitome of credibility. In partnership with the U.S. Government and the American Dental Association, he has developed many of the products used in oral care, from the back-end products used to ensure proper placement of veneers



and crowns, to some of the formulations that make toothpaste as advanced and effective it is today.

More recently, Dr. Fox and his team founded Akelos Inc., a biopharmaceutical company that is developing a non-narcotic, non-opioid drug to treat neuropathic chronic pain and end the opioid crisis.

“As people emerge from the pandemic and begin to live life again, they want to look and present their best,” says Dr. Fox. “The first thing people see is another person’s teeth. The second thing they’ll experience is breath. Either one of these can make or break an experience.”

“Now more than ever, people are striving to look and feel their best,” says Dr. Fox. “Helping people is my forte and my passion, and there’s no time like the present to truly improve your presence!”

**Steven R. Fox, DDS**

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