



Pampering? Check. Eco-Friendly? Check. Even More Eco-Friendly? Check.

ORA Dental Studio Wicker Park: Chicago's first dental practice to be certified for green building

January 31, 2012 – Who expects a spa-like experience when they go to the dentist? How about a top-to-bottom commitment to eco-friendliness? Not many. Until they go to ORA Dental Studio – Chicago's first green group dental practice, promoting Ecofriendly Dentistry® – whose Wicker Park location is now also Chicago's first dental office to be certified for green building. It was recently awarded LEED (Leadership in Energy and Environmental Design) Gold certification by the U.S. Green Building Council for its eco-friendly and high-performance design, construction and operation.

"We're all about providing a unique, comfortable experience for our patients," said Reggie Thurston, DDS, owner of ORA Dental Studio Wicker Park. "And that's what green design does. This is something you can't experience anywhere else in Chicago and is available few other places in the nation."

This is not your father's dental practice. ORA pampers guests with massaging dental chairs; neck pillows and soft blankets; treatment rooms with iPod docking stations for enjoyment of personal music; choice of HD satellite TV or radio; and complimentary Wi-Fi.



All this in a high-design studio whose green-building features include:

- Motion-sensor lighting, with all lighting consisting of LED (light-emitting diode) bulbs and compact fluorescent lamps (CFLs)
- Low-flow plumbing fixtures and Energy Star appliances
- Doors made of recycled resin
- Low-VOC (volatile organic compounds) paint and flooring

- Reclaimed cabinets
- A high-efficiency mechanical system (Once installed, the system worked even more efficiently than originally envisioned, enabling ORA to surpass the LEED Silver rating it originally sought and achieve LEED Gold.)

Other health-promoting, eco-friendly aspects of the office include:

- Non-toxic materials, forgoing mercury fillings for BPA-free composite dental resins
- Digital photography, eliminating petrochemical waste and the need for lead aprons, bite wings and lead foils
- Digital patient communications
- Dry dental vacuums, which reduce water use
- A steam sterilizer, cutting chemical use and improving air quality
- Equipment that eliminates all biomedical waste on-site

"By using recycled and regional materials, energy-efficient equipment and sustainable design, the ORA team shows they care about everything they do," says Timothy Meseck a patient of the Wicker Park location and an architect. "By obtaining LEED Gold status, they show willingness to go above

and beyond. And that includes caring about the surrounding neighborhood and environment."

ORA's Wicker Park studio was designed by Chicago's 2Point Perspective, green architects whose other notable Chicago projects include City Provisions Delicatessen, known for its commitment to sustainability, and the Testa Produce Distribution Center, a LEED Platinum facility inside and out.

LEED Deal

To celebrate its LEED Gold certification, ORA Dental Studio Wicker Park is offering two specials: Get a laser Zoom Whitening for \$199 (regularly \$599) – up to six shades lighter in one 45-minute in-office session. Get a dental exam, x-ray, oral cancer screening and general cleaning at the New Patient Special price of \$129 (regularly \$440). Some restrictions apply. Call or email for details at 773.227.6721, wickerpark@oradentalstudio.com. Offers good through March 1, 2012.

ORA Dental Studio (www.oradentalstudio.com) is Chicago's and the nation's first and only 'green' group dental practice promoting Ecofriendly Dentistry®. Owned by Dr. Mladen Kralj, Dr. Goran Kralj, Dr. Steven Koos, and Dr. Reggie Thurston, ORA Dental Studio is an award-winning practice that offers comprehensive general, cosmetic and oral surgery services such as: non-invasive laser periodontal therapy; BPA-free composite resin restorations; non-invasive ozone treatment; metal-free/lead-free porcelain restorations; laser teeth whitening; Invisalign clear braces; smile makeovers with porcelain veneers; dental implants; sedation "sleep" dentistry, and wisdom tooth extractions.

ORA Dental Studio currently has four locations: Chicago's West Loop, South Loop, Wicker Park, and Gold Coast neighborhoods. The Wicker Park location is at 1854 W. Division.

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A high-resolution photo is available on request.