The Foleck Center Releases Educational Guide on Cosmetic Dentistry as Market Approaches $8.88 Billion by 2034

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NORFOLK, VA - March 12, 2026 -
The Foleck Center has published a comprehensive educational resource detailing cosmetic dentistry procedures available across its six Virginia locations, responding to unprecedented patient demand for smile enhancement treatments. The release coincides with new market data showing the U.S. cosmetic dentistry sector reached $4.25 billion in 2024 and is projected to nearly double to $8.88 billion by 2034, growing at a compound annual growth rate of 7.76 percent according to Precedence Research.

The educational guide addresses the most sought-after cosmetic procedures including porcelain veneers, professional teeth whitening, and full-mouth reconstruction, providing patients throughout the Hampton Roads and Williamsburg regions with detailed information about treatment options and expected outcomes.

"The surge in cosmetic dentistry demand reflects a fundamental shift in how patients view oral health and aesthetics," said Dr. Adam Foleck, Diplomate of the American Board of Oral Implantology and lead physician at The Foleck Center. "Social media influence has driven 90.7 percent of this increased interest according to dental practitioners, and patients deserve comprehensive, transparent information about their treatment options. Our educational resource helps them understand not just the procedures themselves, but the clinical excellence and advanced technology that ensures optimal, lasting results."

The timing of the resource release aligns with compelling market indicators. Nearly 37 million teeth whitening treatments are performed annually in U.S. clinics and private practices, with approximately 80 percent of adults aged 18 to 49 expressing desire for whiter teeth. Dental veneers have experienced a 250 percent increase in popularity in recent years, with approximately 8 percent of Americans now having veneers. Research demonstrates porcelain veneers maintain a 94.4 percent survival rate at five years post-treatment and remain viable in 82.9 percent of cases after 20 years.

The professional implications of cosmetic dentistry have become increasingly significant. Studies indicate candidates with straight, white teeth are perceived as 58 percent more likely to succeed professionally and 45 percent more likely to obtain employment compared to those with visible dental issues. Americans currently spend approximately $2.75 billion annually out-of-pocket on elective cosmetic dental work, according to the American Academy of Cosmetic Dentistry.

The Foleck Center Cosmetic Dentistry services span six convenient locations throughout Virginia Beach, Norfolk, Hampton, Newport News, and Williamsburg. The practice's in-house dental lab enables same-visit restorations, while Pearl AI diagnostic technology ensures precise treatment planning. As one of approximately 13 Diplomates of the American Board of Oral Implantology in North America and co-author of Modern Implant Dentistry, Dr. Foleck brings exceptional clinical expertise to each cosmetic procedure.

The educational resource covers the full spectrum of Cosmetic Dentistry options, from minimally invasive teeth whitening to comprehensive smile makeovers involving multiple restorative procedures. Each treatment description includes candidacy requirements, procedure timelines, and long-term maintenance considerations.

The Foleck Center is a multi-location dental practice serving patients throughout the Hampton Roads and Williamsburg regions of Virginia, with offices in Virginia Beach, Norfolk, Hampton, Newport News, and Williamsburg. Led by Dr. Adam Foleck, a Diplomate of the American Board of Oral Implantology and co-author of Modern Implant Dentistry, the practice provides cosmetic dentistry, dental implants, general and family dentistry, restorative dentistry, orthodontics, emergency dental care, laser dentistry, and sleep apnea treatment. The Foleck Center features an in-house dental lab and Pearl AI diagnostic technology.

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The Foleck Center

The Foleck Center provides comprehensive dental care across Norfolk, Virginia Beach, and Hampton, offering implants, cosmetics, orthodontics, and general dentistry with advanced technology and patient-focused comfort.

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