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 WILLIAM M. DORFMAN DDS  
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 & GENERAL  
 DENTISTRY

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Produced to improve your dental health and awareness

Fall 2009

## UCLA Honors Dr. Bill Dorfman With Its Highest Award For Community Service

Finding ways to give back to your community, helping those in need, or teaching valuable life skills is, in fact, a reward all on its own. That warm feeling that lets you know that you're doing something really special is simply unparalleled. So, to be recognized for these same actions is really just icing on the cake. That's not to say that Dr. Bill Dorfman wasn't enthusiastic when he learned that on November 20th he will be receiving the 2009 UCLA Community Service Award, actually it was rather the opposite. Dr. Bill was excited, humbled, and, quite simply, honored to be recognized for what he feels is just the right thing to do. Dr. Dorfman came from humble beginnings, and like many in that situation vowed to find ways to make the world a better place.

Since graduating from UCLA in 1980 and becoming a dentist, our doctor has found countless ways to give back to the world. He has donated dentistry for the TV shows Extreme Makeover, The Doctors, Doctor 90210 and many others. He also provides free dental care to battered women and less-fortunate children. Dr. Bill is a co-founder of the LEAP foundation, a week long non-profit motivational and leadership summer program hosted at UCLA for students aged 15 -24. He has also helped raise almost \$30 million for various children's charities with the Smiles For Life® foundation. Finally

this year Dr. Bill went to South Africa to raise money for children who have been orphaned by AIDS. Dr. Dorfman's contributions are exactly what the UCLA Community Service Award is all about. This award was first presented in 1967 and was created as a means of acknowledging the contribution of personal time and abilities to improve lives among the community and beyond.

For more information please go to <https://www.uclalumni.net/AlumniStories/Awards/bio/Dorfman.cfm?highlight=Dr. Bill Dorfman>.

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Congratulations, Dr. Dorfman!

Visit us at [www.extrememakeoverdentist.com](http://www.extrememakeoverdentist.com) or [www.williamdorfmandds.com](http://www.williamdorfmandds.com)

# Now It's Possible To Reverse Numbness From Injections With OraVerse®

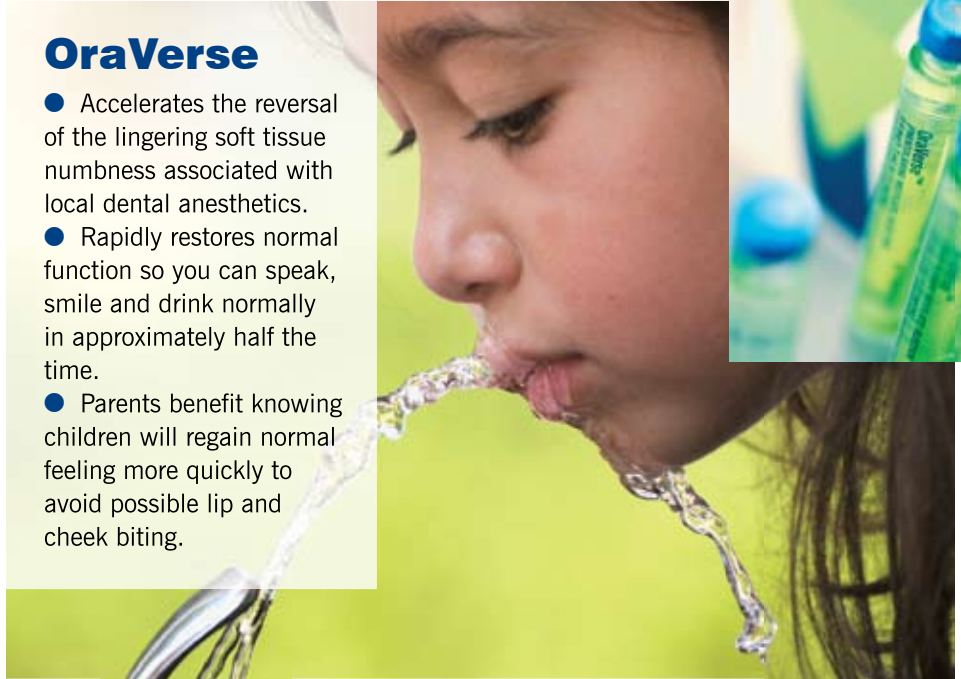
Now you can get on with your day after routine dental procedures thanks to a new product that reverses the effects of local anesthesia. This new measure of comfort is for patients who dislike the lingering numbness that can last for 3-5 hours after leaving our office.

OraVerse is a safe anesthetic reversal agent that is injected into the already numb area which naturally helps your body "flush" out the residual anesthesia so you don't stay numb very long.

To deliver superior care, we're always finding better ways to ensure your comfort and improve your dental experience. **OraVerse is the first and only product proven effective and safe in accelerating a return to normal sensation and function after a dental procedure which involves a numbing injection.** So now you'll be back to normal - talking, smiling and drinking - about twice as fast.

## OraVerse

- Accelerates the reversal of the lingering soft tissue numbness associated with local dental anesthetics.
- Rapidly restores normal function so you can speak, smile and drink normally in approximately half the time.
- Parents benefit knowing children will regain normal feeling more quickly to avoid possible lip and cheek biting.



**OraVerse®**  
Phentolamine Mesylate



**OraVerse. Proven safe and effective in nationwide clinical trials.**



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# Making A Difference...



Changing lives ... giving beautiful smiles

There is nothing more rewarding to a dentist than to see a formerly smile-conscious patient, give that first life changing grin with fully restored teeth. In that moment, you just know things will never be the same for them – they'll be better.

This feeling is what drives Dr. Bill to restore the smiles of his patients and offer his services on makeover TV shows such as The Doctors. On one of his recent appearances on The Doctors, which aired on September 14th, he participated in the BIGGEST MAKEOVER SHOW in History. And since this experience was so heart-warming to us, we'd like to share it with you. The recently aired episode that Dr. Bill participated in featured a couple who have been married for 25 years – a feat all on its own in modern society. Diane and Bill Todd are bikers who, among other aesthetic issues, were self conscious about their smiles.

After undergoing various cosmetic procedures and smile makeovers which included Zoom!® whitening and daVinci™ veneers, and spending almost a month apart recuperating, the couple were reunited on the stage. If you missed the episode and would like to see the emotional reveal check out

[www.thedoctorstv.com](http://www.thedoctorstv.com) and the before and after photos on this page. Now it's your turn. Are you self conscious about your smile? Do you cover your mouth when you laugh so others can't see your teeth? Have you been waiting for your

own smile makeover? Whatever your issues are, Dr. Bill can work with you to start a treatment plan that will get you on the road to the smile you've been dreaming of. Call us today to get started on your makeover transformation.



Zoom!® whitening and four Da Vinci porcelain veneers



Zoom!® whitening and two Da Vinci porcelain veneers

9950-44249 INSIDE

# Motor Mouth Mike: The Michael Cunningham Story

Michael Cunningham was a real car nut with one messed up “grille” of a smile. As an auto body mechanic in Vegas, Mike gives cars a makeover for a living and was just as eager to have one himself. And boy, did he get one.

## Before The Makeover

Mike actually went through life trying not to smile. And you really couldn't blame him. His teeth were discolored and crooked. He says they looked like those phony teeth you buy for Halloween costumes. But his smile problems didn't end there. Mike also had a very gummy smile with enough gum tissue for three mouths.

Mike's smile, or lack of a smile, had a huge impact on his personal life. His self-esteem was in the pits. At the age of twenty-one, he had only one girlfriend and that had only lasted a few days. Mike wasn't a demanding patient. He told me that he only wanted to look average. I knew we could do better.



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## How We Fixed Mike's Smile

I had the periodontist do crown lengthening and lip repositioning to show less of Mike's gums. I then designed a classic masculine smile out of *da Vinci*™ porcelain veneers. In all, Mike had lip and gum repositioning plus *Zoom!*® in-office whitening and sixteen porcelain veneers. He also bulked up his muscles and had acne laser treatment, a nose job and his ears pinned back. Mike says he's in love with his new smile. And now he's in love!

Mike says, "I like the new me. My confidence has skyrocketed. Now, nothing can hold me back." Mike now feels free to be himself and no longer worries about people judging him based on his appearance. People can finally see him for who he really is. Before, Mike got the sense people didn't really get the chance to know him, and he suspects it had a lot to do with the fact that he never smiled.

*Now he comes across as the friendly guy he really is. At the body shop they even call him "Smiley."*

Mike's Extreme Makeover included lip repositioning, crown lengthening, and upper and lower veneers.