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WILLIAM M. DORFMAN D.D.S.
AESTHETIC
& GENERAL
DENTISTRY

billion
dollar
smile

Produced to improve your dental health and awareness

Fall 2010

Dr. Bill Sets A Guinness World Book Record

A head-shaving
charity for the books!

You likely recall all the excitement that was generated when Dr. Bill had his head shaved, as a means of raising money for *The LEAP™ Foundation (Leadership Excellence Accelerating Potential)*. Well we're still very proud of his endeavor, and to now share with you an interesting twist about how this fundraising affair has truly turned out to be one for the books!

You remember how Dr. Bill's head shaving managed to raise \$121,000 in proceeds, back in February? Since then, all of those funds have been going towards helping students in the LEAP program. To us, we feel that just as important as the money raised, is the awareness that has been generated by this charitable event having taken place on the *Emmy® Award-winning* daytime talk show, *The Doctors*. Now that LEAP has reached mainstream audiences, and people have seen what Dr. Bill is willing to do to help, we're hoping that others will get involved - in any way they can.

Finally, we're excited to tell you how this event really became *one for the books*. Although the hair has long been swept up, Dr. Bill's head-shaving event is going to live on in the *Guinness Book of World Records*. As a result of his \$121,000 fundraising effort, **Dr. Bill has been acknowledged by Guinness for the "Most Money Raised for a Charity Through Head Shaving by an Individual"!** How amazing is that?! Even though Dr. Bill didn't participate in this event to gain recognition, to be entered in the Guinness Book of World Records is still a great honor for which he is very grateful.

So, congratulations to Dr. Bill for making the Guinness Book of World Records and, as always, if you would like to help out with LEAP, please don't hesitate to ask us how or go to www.leapfoundation.com.



If you'd like to watch this
episode go to
www.youtube.com

keyword search: dr bill head shave

Dr. Bill's Big Screen Debut!

By now, Dr. Bill's appearances on the hit TV show *The Doctors* have given him quite a bit of camera time. And recently he got to experience a whole new facet of show business, which we're excited to share with you.

Mysteria, due to be released in 2011, stars Danny Glover, Martin Landau, Billy Zane, Meadow Williams, Michael Rooker and Dr. Bill as a police officer/console operator in his very first feature film. Dr. Bill is also credited as an executive producer. This suspenseful thriller, done in classic noir style, was filmed in downtown Los Angeles.

All of us are anxious to see Dr. Bill take on the big screen when *Mysteria* is released. What an exciting achievement! Congratulations, Dr. Bill.



Check out our updated website at www.drbillthedentist.com

And The Emmy Goes To...



The evening of June 27th was full of anticipation and excitement. All decked out in the most dapper attire at the *Las Vegas Hilton*[®], nominees for the 37th *Annual Daytime Entertainment Emmy*[®] Awards waited patiently to hear their names called – or to applaud politely if they weren't. Among the anxious nominees were the cast, contributors and production team of the informative talk show *The Doctors*.

Well, we're very proud to report that polite applause wasn't necessary for *The Doctors*, which won an Emmy in the Outstanding Talk Show: Informative category. Our own Dr. Bill is honored to be a part of *The Doctors* television show.

We offer our congratulations to all those involved in making *The Doctors* an Emmy Award-winning talk show!

Outstanding, Informative: The Doctors

Introducing... Dr. Heather Hopkins

Dr. Hopkins is a member of the *American Association of Orthodontists* and can provide a range of options in addition to traditional metal braces. Here are a few examples of additional options that she can offer you...



- Clear Ceramic Brackets offer durability, near invisibility and comfort.
- *Wilckodontics*[®] are braces that can be completed 3-4 times faster than would be possible with conventional orthodontics – in most cases within 3-8 months.
- Temporary Anchorage Devices (TADs) are biocompatible micro implants used in some cases that otherwise would require surgical intervention.
- *Invisalign*[®] uses a series of invisible, removable and comfortable aligners and is increasingly popular among teens and adults.



LEAP is a six day summer program that took place at UCLA August 9-14th for 266 students aged 15-24. Young adults gain fundamental tools that are integral to creating success in their lives. Our program is teeming with influential workshops, motivating insights, inspiring guest speakers like Usher, Seth Green, Niecy Nash and Jesslyn Gilsig from *Glee* plus memories to last a lifetime!

LEAP provides access to top-notch curriculum, teachers and mentors. Program directors use interactive practices to make the workshops engaging and fun for all participants. Students cultivate important skills in social and business etiquette as well as effective communication. The time management techniques and study skills we cover are among the many significant stratagem the participants will acquire that will continue to serve them and advance them throughout their lifetime.

To register your child for next year, to offer support or for more information, call us today or visit the website at: www.leapfoundationusa.org!

Due to Dr. Bill's fundraising efforts over 60% of attending students participated on merit or need based scholarships.





Tired Of Being Tired?

Sleep apnea prevents rejuvenating rest

Sleep apnea is a serious affliction that affects one in every four individuals. You could be one of them. But before you can tell, we should tell you more about what sleep apnea is.

Sleep apnea comes in three forms:

Central - the brain doesn't tell the body to breathe.

Obstructive - the most common form of sleep apnea, where soft tissues in the mouth and throat relax into the airway and restrict airflow.

Mixed - a combination of central and obstructive.

Although they occur differently, all three limit oxygen intake, lowering blood-oxygen levels, and cause the brain to wake you up to breathe. These frequent interruptions in sleep can cause fatigue, inability to focus, memory loss, irritability, acid reflux, high

blood pressure, stroke, headaches, weight gain, and impotency.

If you think you are suffering from sleep apnea, we can help. There are a variety of treatment options available, which can be chosen depending on your type of sleep apnea and your comfort level. The gold standard for obstructive sleep apnea treatment is a Continuous Positive Airway Pressure (CPAP) device, which uses positive pressure to hold the airway open, preventing the relaxation that restricts airflow. There are also oral appliances that can reposition your jaw to maintain an open airway.

Sleep apnea is a serious affliction that can cause a wide variety of other issues. If you think you may be suffering from sleep apnea, please let us know. We can offer testing at the office.

Don't Fall Behind! Use your insurance benefits

We know that by now, you understand that any advice we give to you is out of genuine concern for your well-being. Whether we recommend a treatment plan, suggest a lifestyle change, or encourage you to use up your annual insurance benefits, our sole motive is to help you achieve optimal oral health.

As we get further into the year, time starts to run out for you to make the most of your insurance before it expires on December 31st. We will start to remind you more often as the days pass, but only because we don't want you to lose valuable benefits which won't carry over to next year.

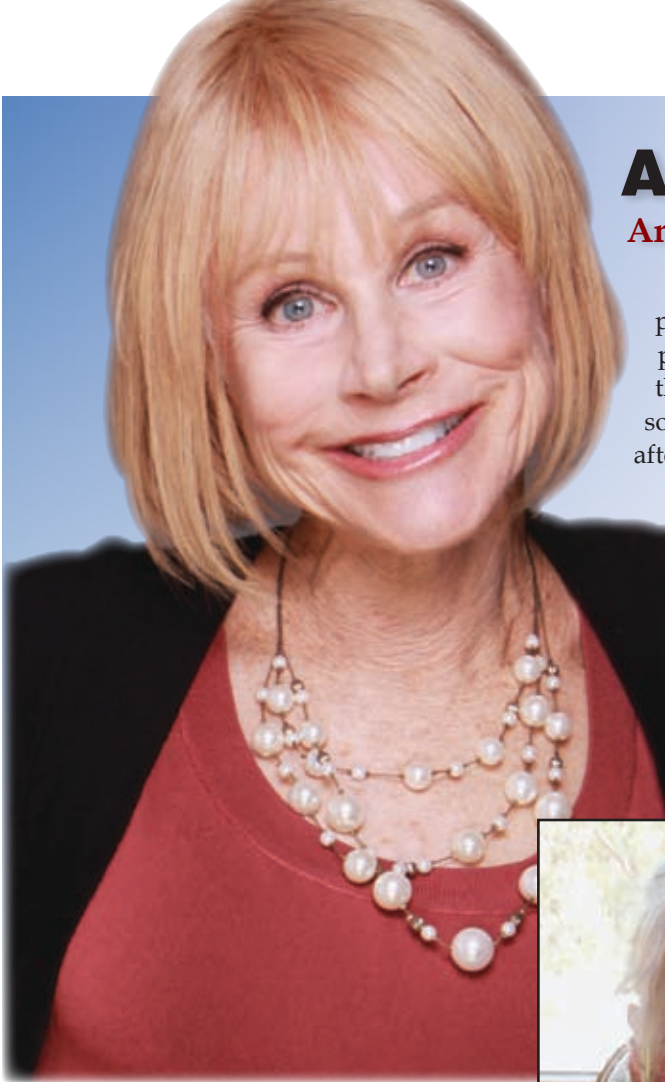
Please take a moment to check your remaining insurance benefits... then book an appointment to make the most of them!



Call or visit us online today... (310) 277-5678

www.drbillthedentist.com

www.billdorfmandds.com



A Tale Of Survival

And how Dr. Bill made her smile again

Terrifying experiences strike everyday. There is no way to be prepared for the unexpected, but when it does occur, picking up the pieces can be a challenge. When we hear about incidences like these, they pull at our heartstrings and we want to help. Thankfully, in some situations we can! Dr. Bill was able to repair the smile of Allena, after the unthinkable happened to her ... she was attacked by a bear!

July 22, 2008, is a day that will live forever in the mind of Allena. The day was like any other as she worked on her ranch in California, until a black bear viciously attacked her. "It grabbed my ears and bit into my face. The next thing I remember, I was lying on the ground and it was chewing on my head," Allena recounted. She still remembers watching the bear spit her teeth out of its mouth into the sand. Thankfully, she managed to call her dogs to come to her rescue. While her dogs defended off the bear, Allena managed to escape to find help.

Allena's encounter with the bear left her with massive injuries to her jaw, lips, earlobes, cheeks, forehead, as well as numerous missing and damaged teeth. After undergoing extensive reconstructive procedures to rebuild her face, it was time to go to work on her smile. Dr. Bill had to replace five of her upper implants with an implant bridge, plus repair nine other teeth that had been damaged in the attack. Allena revealed her amazing reconstruction on the *Emmy*[®] Award winning TV show, *The Doctors*.

We are so happy that Dr. Bill was able to help restore Allena's smile after her unbelievable encounter with a vicious black bear. This is a story that will live on in our memories for years to come.



office information

William Dorfman, DDS

Grant Loosvelt, DDS

Mark Weiser, DDS

Scott Bianchi, DDS

Yana Shampansky, DDS

Jonathan Rudner, DDS

Heather Hopkins, DMD

Peter Cancellier, DDS

2080 Century Park E, Suite 1601

Los Angeles, CA 90067-2019

Office Hours

Mon & Tue 7:00 am – 6:00 pm

Wednesday 7:00 am – 5:00 pm

Thursday 7:00 am – 3:00 pm

Friday 7:00 am – 5:00 pm

Saturday By appt. only

Contact Information

Office (310) 277-5678

Fax (310) 277-3294

Emergency (310) 859-6738

Email info@billdorfmandds.com

www.drbillthedentist.com

www.billdorfmandds.com

