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

billion
 dollar
 smile

Produced to improve your dental health and awareness

Summer 2010

Fulfilling A Promise

Dr. Bill is truly a man of his word

On February 15th, The Doctors on CBS aired a segment where our own Dr. Bill had his head shaved for the LEAP Foundation. Here is the incredible story behind this gesture.

Last year at the Crown Council, a group of dentists and their offices began pledging donations to Dr. Dorfman's LEAP Foundation. LEAP helps give high school and college students a 7 Year Head Start on Life and every year in August, they put on a 1 week program at UCLA for about 300 students age 15-24. Since half of these students are only able to attend through need-based scholarships, there is a perpetual need to raise money.

At the Crown Council Event, one of the motivational speakers said "always expect the unexpected." Just then a woman, in the audience of over 1000 people, walked to the front of the stage and said: "As much as I would like to, I can't

afford to sponsor a child to LEAP. But I can pitch in \$100, and I challenge every other dental assistant in the audience to do the same." Suddenly, there were close to 100 women on stage ... followed by a dentist who said "I will donate \$1000 if Dr. Bill Dorfman shaves his head!"

Dr. Bill said there was no way he would shave his head for \$1000. So they raised it to \$10,000. Then up to \$20,000. Finally Dr. Bill said he would shave his head if \$100,000 was raised. They raised \$101,000!

As the 2010 Crown Council Event was nearing, Dr. Bill realized he needed to fulfill his promise. He called Andrew Scher, a CBS Executive Producer of The Doctors, and asked if it would be possible to shave his head on TV, in an attempt to raise even more money and awareness for LEAP. Andrew was happy to help out. In the end, a big LEAP supporter, National Speaker

If you'd like to watch this episode go to <http://www.youtube.com/watch?v=kwta0jIkL80>

James Malinchak, offered to pitch in another \$20,000 to get Dr. Bill shaved immediately! So, Dr. Bill stepped forward to allow Dr. Travis Stork, the main host of the show, to shave his head! They raised over \$121,000 for LEAP! There are still **50 scholarships** available for the LEAP program ... visit www.leapfoundationusa.org for more information or if you know a student who could apply and benefit from LEAP!

Thank you Dr. Bill!



Check out our updated website at www.extrememakeoverdentist.com

An Ounce Of Prevention

Good oral health will save you money

There's an old adage that a penny saved is a penny earned and in the current economy, that saying is truer than ever. Saving money is hard work and it does happen one penny at a time. But like most apparently simple observations, this one has its complications. Sometimes cutting back to save money just means paying out more of your hard-earned dollars down the road.

Concern about potential costs creates an extra layer of worry, especially if you already avoid dental visits because of anxiety. Millions of people postpone dental visits, but waiting until the harm is done doesn't save money. Quite the contrary. Dental disease is progressive, so if you delay, there's a good chance you'll incur even more costly repairs.

Gum disease, for example, can lead to tooth extractions and a bridge, partial denture, crowns, or implants.

Yet caught early, it is easy to treat, reversible, and definitely more affordable. Not only that, but the links to gum disease and systemic illnesses are strong and may include heart disease, diabetes, respiratory diseases, cancers, and a host of inflammatory disorders including arthritis.

Whether you're thinking about putting off your dental appointment because of the economy or because you're fearful about visiting the dentist, we're here to listen and to help you.

The choices you make today will save your money, your smile, and more importantly, your health.

Sobering Statistics

Why annual oral cancer exams matter

By now you've heard us emphasize many times that the evidence linking gum disease to systemic diseases like diabetes and heart and stroke continues to grow. That's why we're so thorough at your checkups and focus on prevention and home care routines to maintain your oral health. Another important priority we'd like to stress is the need for regular oral cancer exams.

Recently, more than 25% of oral cancer victims have been under age forty and have none of the known lifestyle risk factors like tobacco, alcohol use, diabetes, or HIV. It has now been established that people can develop oral cancer through the *human papilloma virus* (HPV). Most types of HPV are harmless – skin warts for example, are very common. But some types that can be sexually transmitted have been linked to oral cancers.

If oral cancer is caught early, the five-year survival rate can be as high as 90%. If not, the rate drops significantly. You can help us by pointing out any abnormal condition you might have seen or felt in your mouth, even ones that seem trivial like a small canker or cold sore that just won't go away.

And because in its earliest most-treatable stages oral cancer usually causes no pain or discomfort, we will perform an oral cancer examination for all of our adult patients, from age 20, every year.

Call or visit us online today... (310) 27

Like A Force Of Nature!

3 ways you could crown your day

Why is it that these days you can't tell whether someone's terrific smile is a gift of nature or has been revitalized by dentistry? It's because fabulous restorative materials like porcelain and ceramics create crowns that are so beautiful and translucent that they look just like natural enamel. They also resist chipping, staining, and cracks, and are strong enough to withstand natural biting pressure. So your smile is not only better ... it's completely natural looking.

Here's how...

- 1) Cover your damaged tooth completely to protect and strengthen it with a single crown.
- 2) Fill a space from tooth loss due to decay, genetics, or an accident by combining more than one crown with a bridge. This excellent option can prevent your other teeth from drifting and altering your ability to chew, speak, and socialize.
- 3) Create a permanent new tooth by incorporating a single crown onto the root of a dental implant. Several crowns can be attached to an implant bridge and implants can also be used to secure a denture. By anchoring implants permanently into your jawbone, the bone loss that normally accompanies the loss of a tooth is prevented.

Contemporary crowns used with dental implants and crown and bridge restorations can shine up your smile and re-generate your confidence.

Dare to be the one who keeps other people guessing! Please see us soon for a consultation.



The Wow Factor

Choose to improve with advanced esthetics



It's true. You can choose to look and feel better. Advances in cosmetic dentistry take only a minimal investment of your time, and the rewards in well-being and self-confidence are well worth it. You can choose to trade in your tarnished smile for a smile that will wow everyone - including yourself.

Tea, coffee, red wine, or tobacco can gradually leave surface stains that are easy to remove with professional intervention. While age or inherited dull tooth enamel can also dim your smile, you don't have to live with it! Advanced esthetics can also boost smiles that have lost their sparkle due to root canal treatments, fluorosis, or tetracycline use. Here's what some of the most popular cosmetic dental treatments can do for your smile...

- Erase unattractive stains for a brighter smile with teeth whitening.



- Banish silver-colored fillings with white fillings made from durable and completely natural-looking materials including white composite.

- Camouflage discoloration and chips or overlapping and uneven teeth with veneers that are affixed to the front surfaces of your natural teeth. These extremely thin but strong porcelain shells can actually improve the proportions of your smile by re-shaping your teeth and/or your gumline.

- Replace missing teeth with dental implants, an esthetically attractive alternative to dentures and bridges that looks completely natural.

Choose to call for a consultation and find out more about your advanced esthetic options!

From Worst To Wow

Another incredible smile transformation

Dentists enjoy many opportunities to help change patients' smiles, which actually improves their confidence ... and thus, their lives. So you can imagine the pleasure it was to help Mark Gasser, who was selected as the "Worst Mouth In America" on *The Doctors*.

Mark claims he was born with a small jaw and big teeth. Therefore, he had no space for the teeth in his jaw and the teeth grew in crooked. Even though he had braces, there was not enough space and the teeth quickly relapsed. It seemed like no matter what he did he could not avoid cavities and could never properly clean his teeth because they were so "jammed together."

Early in his teen years, Mark remembers a mouth full of metal and as he got recurrent decay around the new fillings, teeth started breaking and several extractions were preformed.

Just when Mark thought he would never have a nice smile he applied for the *Worst Mouth In America* on the #1 rated new daytime talk show *The Doctors*. After an arduous screening process Mark was selected as the person who would receive a makeover from Dr. Bill.



First Mark needed 3 large fillings and then 14 extractions. The missing teeth were replaced with removable appliances and now Mark is going to attempt to get implants for a more comfortable long term solution.

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LEAP™



LEAP is a six day summer program, taking place August 9th- 14th, for students aged 15-20. Young adults gain fundamental tools that are integral to creating success in their lives, and there are 50 full scholarships still available! Our program is teeming with influential workshops, motivating insights, inspiring guest speakers and 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 participants will acquire that will continue to serve them and advance them throughout their lifetime.

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