Dr. Bill Dorfman

A Biography

Dr. Bill Dorfman is not just a famous cosmetic dentist, he is THE famous cosmetic dentist. Affectionately known as “America’s Dentist,” Dr. Bill is widely recognized world-wide as a leading dentist who is responsible for creating smiles for many of Hollywood’s brightest stars. In fact, Dr. Dorfman has become a star in his own right as the featured dentist on the hit ABC series, “Extreme Makeover,” where he performed amazing dental transformations on the show’s participants as well as a recurring guest co-host on the new Emmy Winning daytime talk show, “The Doctors.” In addition, Dr. Dorfman is a world-renowned lecturer & author of the best-selling cosmetic dentistry book, The Smile Guide & the NY Times bestseller Billion Dollar Smile.

The innovative & accomplished doctor is also renowned in his field as an energy-brimming inventor & brilliant entrepreneur who has brought award-winning innovations to the world of dentistry.


As a 1980 graduate from UCLA Dr. Bill was honored with the prestigious "UCLA Outstanding Senior Award.” He then received his dental degree in 1983 from the University of the Pacific in San Francisco, where he was one of the youngest graduates ever to receive his doctorate degree. Upon graduation, he completed a two-year residency at a dental hospital in Lausanne, Switzerland. In 1985, Dr. Dorfman returned to the United States & established his private practice in aesthetic & general dentistry.

In 1989, at the age of 30, Dr. Bill formed the hugely successful company, Discus Dental, Inc., the world's leading manufacturer & distributor of tooth-whitening, oral hygiene & aesthetic dental products. Here he helped develop such ground-breaking professional take-home teeth whitening products as Nite White, Day White, & Breath Rx. His company also launched Zoom! & Brite Smile both revolutionary in-office whitening system which uses a safe, effective & gentle light-activated gel to whiten teeth by 8 to 10 shades in just over an hour. More recently, after 20 years of becoming a leader in teeth-whitening products, Dr. Bill sold Discus to widely recognized Philips Electronics – makers of Sonicare and has become a spokesperson for some of their newest innovations.

Dr. Bill is a member of the American Dental Association & he is one of only 100 Fellows in the American Academy of Cosmetic Dentistry, only two of which are in Los Angeles. In addition, he was the founder & program coordinator of P.A.C.-live, a continuing education program to teach practicing dentists state-of-the-art cosmetic dental skills on live patients, at the University of the Pacific Dental School. He has been honored by being recognized as the "Best Aesthetic Dentist in Los Angeles" by Los Angeles Magazine and, by the young age of 42, was awarded not one, but two lifetime achievement awards from the largest academies in dentistry & has since then been awarded a total of six lifetime achievement awards.

Throughout his accomplished career, Dr. Dorfman has been committed both to educating the public about the world of dentistry & to giving back to the community. In association with the Crown Council of Dentistry, Dr. Bill offered Discus Dental's assistance in donating all of the whitening materials for its annual four-month charity campaign, Smiles for Life. Each year, the Crown Council dentists donated their time & services to offer consumers tooth whitening at a lower rate. Then, 100% of the money earned was donated to country singer Garth Brooks' “Teammates for Kids Foundation,” which in turn gives to children's charities
across the U.S. Thus far, they have raised & donated more than $30 million to more than 115 children's charities, including St.
Jude's Children's Research Hospital & the Children's Dental Center.

In addition, Dr. Bill is dedicated to aiding the many graduates of Los Angeles' Battered Women’s Shelter, a downtown refuge that
helps survivors of harrowing physical violence heal & rejoin the world. Since 1997, Dr. Bill has helped restore the smiles of
abused wives, rape victims, former prostitutes, drug addicts & unfortunate women at no charge in order to assist them on their
path to confidence. He has not only traveled to South Africa to help raise money & awareness for Tomorrow Trust – a non profit
organization that helps orphan children affected by HIV & AIDS, but he also co-founded The LEAP Foundation. LEAP
[Leadership Excellence Accelerating Potential] is a summer motivational leadership program for students & young adults to help
obtain valuable life skills that they wouldn’t otherwise learn in a traditional classroom setting. Skills such as business etiquette,
time management, making a first impression are all taught through seminars, celebrity and motivational speakers & mentors. His
humanitarian & philanthropic involvement has led to his recent recognition by his alma mater, receiving the 2009 UCLA
Community Service Award - one of the top honors. More recently, Dr. Bill was also included in the Guinness Book of World
Records for ‘Most Money Raised for a Charity Through Head Shaving by an Individual,’ after raising more than $120,000 for
LEAP & shaving his head live on the Emmy Winning daytime talk show, “The Doctors.”

A multi-faceted individual, Dr. Bill is not only a leader in the world of dentistry and active in philanthropy, but he is also active in
the world of fitness & beauty as a repeat judge for the Miss USA beauty pageant. Additionally, is sits on the board of Virgin Films
and most recently made a deal with Joel Silver Productions for a new show he created. His personal fitness regime includes a
strict, healthy diet and outdoor activities that include water & snow skiing, biking, climbing, swimming & scuba diving.

When Dr. Bill Dorfman is away from his busy dental office, he enjoys spending time with his three daughters, traveling and
waterskiing. Additional information may be found at Dr. Bill Dorfman's official website: www.bilddorfmandds.com
New York Times Bestselling Author

Fitness Enthusiast

International Lecturer

Philanthropist

Celebrity Cosmetic Dentist

Guinness Book World Record Holder

Entrepreneur
21 TIPS: HOW TO BECOME THE MOST PRODUCTIVE PERSON YOU KNOW
SUCCESS BREEDS SUCCESS

CELEBRITY DENTIST
DR. BILL DORFMAN

Fixing Smiles & Lives
Fixing Smiles & Lives

INTERVIEWED BY KATRINA STARZHYNSKAYA
WRITTEN BY JENNIFER NISKANEN

DR. BILL DORFMAN

“When you fix a tooth, that’s a great thing. When you fix a lot of teeth, you fix a smile. When you fix a smile, you fix a life.” Dr. Bill Dorfman, featured on ABC's “Extreme Makeover” and CBS “The Doctors” believes in the importance of helping people be their best and live fulfilling lives. He explains that the needs of his patients are always of primary importance to him.
"I never settle for second best. I really strive for perfection, and I think as a dentist, especially when you are doing cosmetic dentistry, one of the most critical things is to really listen to what your patients want."

-Dr. Bill Dorfman.

The ability to try in teeth under various light sources and show how they look and to give his patients the opportunity to always give final approval before any permanent cement is used, are his main strategies for complete customer satisfaction. His patients come from all over the world and across the United States.

When no surgery or implants are involved, Dr. Bill says he can typically schedule everything needed in just one week. Custom, color-blending, performed by a chair-side DaVinci Dental technician, is another essential feature because it ensures a perfect match with each patient's teeth and as natural a look as possible, instead of just ordering teeth from a lab. Early in his career, Dr. Bill realized that cosmetic dentistry patients aren't always able to articulate, "What they wanted their teeth to look like," so he wrote his first book, "Smile Guide," as a visual matching guide for patients, dentists, and dental laboratories.

"At the end of the day, after we had these people on 'Extreme Makeover,' where they were nipped and tucked and everything else in the world was done to them, then you asked them, 'What made the biggest change in their life?' They always said their teeth,"

Dr. Bill Dorfman.

He wrote his second book with NY1 News Anchor Paul Lombardi, "Billion Dollar Smile," after appearing on the television show, "Extreme Makeover," where he came to the conclusion that while there were a significant number of books on weight loss and changing the body, there was nothing of a similar nature for teeth. The book became a New York Times Best Seller. All proceeds were then donated to the LEAP Foundation. Dr. Bill emphasized that writing and producing the book was, "a great experience," because it helped both patients and kids.

LEAP is a nonprofit foundation (www.leapfoundation.com) that helps give kids, 15–24, the tools they need to succeed in life. The program runs annually and will continue July 12–18, 2015 at the University of California, Los Angeles (UCLA) this summer.

"I help teach this program called LEAP where we have 500 kids and I always get the same question and the question is, 'Dr. Bill, what's the secret to success?' And, I tell them, 'The secret is to work your tail off... So many people are not ready to put in the hard work needed to achieve. They just count on it to come to them and that has never been my experience,'

Dr. Bill Dorfman.

For 20 years, Dr. Bill was also the founder of Discus Dental, the largest manufacturer of tooth whitening products in the world, responsible for Zoom! Brite Smile, and Nite White. He invented many of the products they sold, but when he came to the realization that he knew more about teeth than business, he enrolled in the extension program at UCLA, when he realized what an impact being on television could have, he took acting lessons, knowing that it could help him better present himself and sell his products, as well.
1) MDA honors Dr. Bill Dorfman, with guests Tracey Bregman (The Young & Restless) and comedian, Jay Leno.
2) Dr. Bill believes fitness is critical to health.
"To me, success is really leading a fulfilled life, where not only are you fulfilled, but those around you, and even sometimes those that you don’t even know, are fulfilled, as a result of you and your help and your ability to enrich their lives. Because being successful by yourself, to me, means nothing... you must share your wealth, your knowledge, your heart and feelings with other people to make their lives better."

-Dr. Bill Dorfman.

Most recently Dr. Bill filmed six episodes of the new Dr. Bill Show with Illuminata Studios. The show covers topics like personal achievement, community service, healthy lifestyles and overcoming challenges. In each episode Dr. Bill is working with people, mainly young adults, all of whom have made a pledge to pay it forward.

"Number one, don’t wait for opportunities in life: make them. All of the greatest things that have happened in my life, have happened because I took a very active part in making them happen. I didn’t just sit around and wait. If you want to do something spectacular, make it happen and second, when you are presented with an opportunity don’t take it: master it!"

Dr. Bill Dorfman.

Individual success, however, is not enough for Dr. Bill. "I am a firm believer that if you don’t make this world a better place by having been here, then what the sense of having been here. And so, I really take philanthropy to heart." As well as his work with LEAP, he raises money for Tomorrow Trust (www.tomorrow.org.za) in South Africa, a charity for vulnerable children and those whose parents have died.

He treats orphans and under-serviced children in the Dominican Republic in a clinic he helped build in the Milan School with his family 3-4 times a year. He also fundraises for Magen David Adom (www.mdaus.com), the national blood bank in Israel that supplies blood to anyone who needs it regardless of race or religion, and helped raise over $7 million this year.

His work with other Dentists and the Smiles For Life Program (www.smilesforlife.org) has raised $35 million over the last 15 years for children’s charities.

Organization and teamwork are critical for Dr. Bill when it comes to structuring both his professional and family life. Part of the LEAP program involves teaching his students what he calls the 100 Year Lifestyle which includes living a healthy lifestyle with exercise and nutrition, and without drugs or alcohol.

Dr. Bill alternates light weight-lifting and swimming every day, "I am a firm believer in use it or lose it. If you don’t exercise your body, I think it stops working." Leadership skills are also highlighted, as well as the importance of "paying it forward," giving back to the community and sharing wealth and knowledge. Values like that certainly are enough to make anyone SMILE.
BILL DORFMAN
THE MAN BEHIND
THE HOLLYWOOD SMILE

There’s a lot behind the smile of Bill Dorfman, ‘America’s Dentist’, as he is known in the US. He is not just the reason behind the perfect smile of a slew of Hollywood’s finest including Anne Hathaway, Hugh Jackman, and Katy Perry, he is also a philanthropist, a winner of six lifetime achievement awards, an author and a regular on famous TV shows like ABC’s Extreme Makeover and CBS’s The Doctors. His books include the bestsellers The Smile Guide and Billion Dollar Smile. As he prepares to launch his own show, Dr. Bill’s Show, he takes the time to talk to Editor-in-Chief Yasmine Shihata about the secret behind his perfect smiles.

Dr. Dorfman’s career started right after his graduation from the University of Pacific in San Francisco as one of their youngest graduates with a doctorate degree. After completing his two-year residency in Switzerland, he returned to the US and started his own business in aesthetic and general dentistry in 1985. Four years later, he had already established his own company, Discus Dental Inc., the world’s leading manufacturer and distributor of tooth whitening, oral hygiene, and aesthetic dental products. As a member of the American Dental Association, he went back to his university and founded PAC-Live, a continuing education program to teach practicing dentists state-of-the-art cosmetic dental skills. With so much to discuss, we dove straight into our interview…

How did you become the quintessential Hollywood dentist? What is it that differentiates you from other dentists?

I have been in the business for about 30 years now. When I first started I got the chance to work with a number of well-known cosmetic dentists who taught me the ropes. Through a young woman I was dating, who used to work at a talent agency, I got to meet a lot of people in Hollywood’s entertainment industry. And now these people are running the biggest agencies in the business so they started sending me their clients. This is probably where most of my famous celebrity patients come from. I also work with a lot of big hair stylists who also recommend me to their clients. I think what sets me apart from the rest is that I look at this as a service, it’s not just about giving great dentistry, it’s about creating a great environment where the patient feels safe and comfortable.

But in a city like Los Angeles, one would assume that there are so many cosmetic dentists vying for the same market and offering the same type of service, obviously you’re doing something better than everybody else…

In a nutshell it’s this: most people wait for opportunities to happen, I don’t, I make them happen. The second thing is, when I do get an opportunity, I don’t just take it, I master it.

I got a phone call once from Johnny, Katy Perry’s makeup artist, asking me to make a grill for Katy Perry to wear in her Dark Horse video saying they only have a budget of $1,500 USD. So I thought if I am going to do this, why not go big? I called my friend Sheryl who owns 14 Karat, the largest jewellery store in the country and by the following day I had one million dollars in gems to make the grill. I got an impression of Katy Perry’s mouth and I made the design and she wore it in
the video. In fact I am going to be in the Guinness World Records for making the first million-dollar grill! It’s taking initiative and going the extra mile that makes me stand out, I maximise opportunities.

Can you tell us a bit about some of your celebrity clients?
I’ve worked with Lindsay Lohan, Katy Perry, Debra Messing, Brooke Burke, Matthew Perry, Jason Alexander, Anne Hathaway, Hugh Jackman, Fergie, Ozzy and the whole Osbourne family, Slash, the late Esther Williams, Melissa Joan Hart, Usher, Mark Wahlberg and many others I can’t talk about.

When you’re a celebrity and you’re on TV and your smile fills the whole screen, it better look good, that’s your money maker. If it doesn’t, then they come here and we’ll make it look good, but it can’t be fake. It’s got to look good and natural.

So you are no longer taking clients as a dentist?
No, I still work as a dentist. In fact I have a lot of patients from the Middle East; I treat a huge contingent of the royal family in Saudi Arabia.

Prepare for what we need to do and tell them how long they will need to be here. Then when they arrive the whole process is done very efficiently.

How long is the waitlist to get to see you?
Since most of my patients are not foreigners, we’re pretty good at scheduling people around if we have someone coming from out of town, we don’t turn anybody away. I don’t work on Fridays anymore but if somebody comes in and I’m totally and solidly booked I can commit on a Friday.

Do you consider yourself a visionary and an entrepreneur or are you still a dentist at heart?
Well, I don’t think I really fit into any box. Even in treating complex cases, I come up with ideas that are very novel. I’ve never been confined to a specific thing. I’m always trying to think of better ways to do things. My favourite quote is from Albert Einstein when he was being applauded for his brilliance as he got his Nobel peace prize, he said “It’s not my brilliance that made me successful, it’s my creativity.” I’m not the brightest guy you’ll ever meet, there are a lot of guys who are smarter than me, but when it comes to being creative that’s where I am really in my element. I like creating things.

When I do dentistry it’s really effortless. My first time working with other dentists was in Switzerland after I graduated from school. I noticed that while practicing comes very easily to me, it’s proving challenging to most of them. I’m just lucky because the thing that I love doing just comes easily to me.

“Most people wait for opportunities to happen, I don’t, I make them happen. And when I do get an opportunity, I don’t just take it, I master it.”
“America’s Dentist” in the City of Light

Recognized for captivating millions on the ABC hit show “Extreme Makeover” and serving as a recurring guest expert co-host on the Emmy Award-winning daytime talk show “The Doctors,” Dr. Bill Dorfman (Dr. Bill) is the best-selling author of “Billion Dollar Smile” and is affectionately celebrated with the well-earned nom de plume of “America’s Dentist.”
“America’s Dentist” in the City of Light

“If you are going to Paris, a Paris Luxe apartment is where you need to stay; this is the life!”
Due to his stellar professional reputation, Dr. Bill attracts a veritable “who’s who” of the Hollywood A list, including such household names as Usher, Nia Long, Jessica Simpson, Tyra Banks, Ben Stiller, Britney Spears, the stars of “Desperate Housewives” and the infamous Osbournes (Ozzy and Sharon).

But those who know Dr. Bill will tell you that he is more than just a dentist; he is an author, entrepreneur, health and fitness enthusiast, philanthropist, and loving father of three charming daughters, Anna, Charlotte and Georgia.

But the magic doesn’t stop there. Dr. Bill Dorfman is the co-founder of The Leap Foundation, a charity about which he is strongly passionate. Shaving his head on national TV recently raised an impressive $120,000 for the foundation, which provides essential mentorships to high school and college students.

Taking time out from his hugely popular and very busy practice, Century City Aesthetic Dentistry, which serves Beverly Hills, Los Angeles and Century City, was never going to be that easy. But “America’s Dentist” went right ahead and made it happen. For this vacation he decided to include his two teenage daughters, Charlotte (Charlie) and Georgia (Georgie), to make his escape even more enjoyable. As Dr. Bill says, “It’s really important to make great vacations for your kids, and I knew going to Paris would be a great one!”

Initially, he thought of staying at a luxury hotel, but then decided that a luxury apartment in Paris would create the cherished family memories he so desired. Dr. Bill’s home for 7 nights was a pristine two-bedroom,
two-bathroom luxury apartment steps from the Champs-
Elysées, complete with its own tranquil garden right in the
middle of Paris and owned by no less than a Countess
from Normandy!

“If you are going to Paris, a Paris Luxe apartment is
where you need to stay; this is the life!” says Dr. Bill.

As a fitness enthusiast, Dr. Bill spent his Paris days
on bicycle tours with Fat Tire Bike Tours. With cushy seats,
fat tires (obviously), and handlebars that come up to meet
you, it just doesn’t get more relaxed. Dr. Bill wanted to
inform his daughters about Paris and its history, so
choosing biking as the medium would be simultaneously
enjoyable, educational and entertaining.

The girls got to travel throughout Paris on carefully
selected bike-friendly routes rather than walking aimlessly
or sitting on a tour bus. Bravo, Dr. Bill! This touring style
allowed the entire family to enjoy Paris in full bloom by
day, then return back to their apartment fully energized for
the evenings ahead, which included first-rate dinners at
such popular spots as L’Avenue in the 8th arrondissement.
Best of all, Dr. Bill and his daughters were able to
experience and appreciate the magical atmosphere of
the City of Light in the evening as much as they did
during the day.

Needless to say, Dr. Bill’s adventurous spirit, with a
sprinkle of assistance from Paris Luxe’s concierge, Rik
Gitlin, resulted in a unique and delightful experience for
the entire family. FIN

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IMAGE & STYLE
ISSUE 10

TITUS MAKin JR.
GLEE & BEYOND

REAR VIEW MIRROR

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HOT WORKOUT JAMS

ART IN ACTION
KERRI LANE

CELEBRITY DENTIST
DR. BILL DORFMAN
ON FITNESS FOR LIFE

AMY-ZING
AMY WEBER
DANCE OF LIFE

SO LONG 2013

FAR AFIELD:
AUSTRIA

DR. WILLIAM MORELAND
Motivating/Inspiring

SHOWTIME BOXING
THE KING OF BROOKLYN
MAIDANA VS. BRONER

SF 49ERS FIND GOLD

AUTHor: KITTY PILGRIM
But for this issue we wish to speak with him about being a role model for fitness and a healthy lifestyle. Meet the author of the New York Times bestseller, Billion Dollar Smile: A complete guide to your extreme smile makeover, Dr. Bill Dorfman.

[Image: America's Dentist]

Bill: You are 35 and in the best shape of your life. What is your secret?
Dr. Bill: Never give up! Fitness for men and women needs to be a habit and a lifestyle. My secret is that it is not as hard as you think. Here are some tips for maintaining a healthy lifestyle:

1. Set realistic goals: Start small and gradually increase the intensity and duration of your workouts. Set specific, measurable, achievable, relevant, and time-bound (SMART) goals.

2. Incorporate variety: Include a mix of exercises such as cardio, strength training, flexibility exercises, and balance activities.

3. Create a routine: Establish a consistent workout schedule and stick to it. Make fitness a regular part of your daily routine.

4. Stay hydrated: Drink plenty of water before, during, and after your workouts.

5. Fuel your body: Eat a balanced diet rich in protein, complex carbohydrates, and healthy fats. Focus on whole foods and avoid processed and sugary foods.

6. Get enough sleep: Aim for 7-9 hours of quality sleep each night to help your body recover and repair.

7. Find joy in exercise: Find an activity you enjoy and make it a habit. It could be anything from running, cycling, or swimming to dancing, yoga, or hiking.

8. Be consistent: Consistency is key to achieving and maintaining fitness goals. Regular exercise is essential for a healthy lifestyle.

9. Stay motivated: Surround yourself with supportive friends and family. Join a fitness group or find an accountability partner.

10. Be patient: Remember that progress takes time. Focus on your own journey and celebrate small victories along the way.

I find it very fortunate to be able to do what I love to do.

Bill: If you were a father, what advice would you give your kids about Druscus Dental?
Dr. Bill: If I were a father, I would advise my kids to always be kind, respectful, and compassionate to others. I would also encourage them to pursue their interests and passions, and to never give up on their dreams. I would also remind them that good health is important and that they should always prioritize their health and well-being.
we became the largest tooth whitening company in the world.

Q6: You are also featured in the Emmy award-winning "The Doctors" television show. How did you get involved in that project?
DRD: Back in 2000 I was fortunate to be selected by ABC as the featured dentist in its hit show Extreme Makeover. Gaining that TV experience opened many doors for me. When The Doctors came to CBS I was invited to be a part of the show.

Q6: How do you balance a successful dental practice, and successful dental products business and still find time to stay in shape?
DRD: It is not an option. No matter where I am or what I am doing I make time to eat properly and work out at least every other day. I may have missed a few museums in the world but I always find a gym.

Q6: What new projects are you working on now?
DRD: We are in the process of filming The Dr. Bill show. I can’t give away many details, but stay tuned!

Since “setting” when Direct Dental was sold in 2010, Dr. Dorfman is free to do what he loves – helping patients. As a co-founder of the LEAP Foundation, he has helped thousands of young adults develop skills which will aid them the rest of their lives. We at Image and Style Magazine thank Dr. Dorfman for his contributions and look forward to his new TV series.
At age 51, Dr. Bill Dorfman, "America's Dentist," is as fit as ever. Swimming since the age of five, Dr. Bill took up gymnastics at UCLA where he graduated with the "UCLA Outstanding Senior Award" in 1980. Continuing his education, Dr. Bill became one of the youngest graduates to receive a doctorate degree from the University of the Pacific in San Francisco. At 30 years old, he returned from Switzerland after a two-year residency to open his own practice, the now hugely successful Dorfman Dental, Inc. With eight Lifetime Achievement Awards, Dr. Bill thrives in all aspects of life.

Having maintained a strict diet and workout regime since his college years, Dr. Bill finds a huge correlation between dentistry and fitness. The 5-10, 162 lb. dentist explains, "Dentistry is physically demanding. If I wasn't in really good shape I would have neck, back and shoulder problems and would not be in practice for as long as I am."

An active member of Sports Club LA since its opening in 1987, Dr. Bill can be found there every Tuesday, Thursday, Saturday and Sunday. He notes, "One of the most important things is sticking with it." No matter the city, state, or country he is in, Dr. Bill will be at a gym doing his same workout on these four days, every week.

His routine includes two sets of 10-15 repetitions of free weights and machines. Dr. Bill alternates between swimming for 30 minutes and sprinting a mile every other day. His training philosophy is "Everything, everyday: Same workout, but alternating cardio," preferring to exercise each muscle every time he works out.

Dr. Bill follows a healthy diet rich in colorful fruits, vegetables, chicken and fish. He minimizes his dairy consumption, and avoids red meat and fried foods entirely.

Additionally, Dr. Bill does not drink any alcohol nor has he ever used any drugs. "I am adamant about me, my children and my family being drug-free. I cannot see anything worthwhile from drug abuse."

Strong morals have kept this over-40 fitness buff on the right path. He says that he "Puts forth a diligent effort to take care of himself and others." As an avid philanthropist, he shares that his heart is his favorite body part. Having founded the motivational nonprofit organization LEAP - Leadership, Excellence and Accelerating Your Potential, Dr. Bill has dedicated his life to helping others. He has won several awards for his philanthropic efforts such as the Lifetime Recognition for Outstanding Community Service, the 2009 UCLA Community Service Award and the award for Outstanding Effort Toward Community Service.

Despite all his activities and contributions, Dr. Bill always makes time for his family. Enjoying snow and water skiing, Dr. Bill always finds the time to be with his three lovely daughters, Anna, Charlotte and Georgie. Renowned in the cosmetic and fitness (continued on page 136)
True Hollywood Skiing Story

Dr. Bill Dorfman may be the dentist of the stars, but his real passion is being out on the water.

BY JIM FRYE

Dr. Bill Dorfman is one water skier who can really make you smile. You may have seen him on the daytime medical talk show "The Doctors," the ABC series "Extreme Makeover," or on any number of interview programs, such as "Good Morning America," "The View" and "Oprah.

He's worked with the peaky whites of some of Hollywood's most famous stars: Jessica Simpson, Brad Pitt, Debra Messing, Usher, Eva Longoria — even Ozzy Osbourne had his bat-biting incisors polished by Dr. Bill. But when it's time to cut out from the Hollywood scene and find some glassy water, Dorfman heads up to his house on Lake Arrowhead, 90 miles east of Los Angeles, in the mountains of the San Bernardino National Forest.

"I love to water ski, and there aren't a lot of places around L.A. to do that," he says. "So I go up to Lake Arrowhead. I head up Thursday night, sleep over, and hit the water first thing in the morning. Usually between 7 and 10 is the only time you've got good water."

It's not easy being a water-ski enthusiast in Los Angeles. Unlike the freshwater paradise of central Florida or certain other southern cities, Los Angeles is dry, hard and covered in concrete. Needless to say, people aren't rolling out of bed in L.A. and walking down the dock to their boats for early-morning sessions.

It's a lot of effort, but Dr. Dorfman says it's worth it. "Water skiing is a great family sport," he says. "My kids started water skiing at 4. It's really great to take them out. It's fun family time." And even though it's a drive, he doesn't seem to mind. "It's two hours up on Thursday night, then back by noon on Friday."

He also takes patients with him sometimes, saying that teaching people to ski is one of his favorite things to do. "It's like golf," he says. "When you're golfing, it's not just about the golf. It's also about socializing and having fun with your friends and your family. Water skiing is like that — except golfing takes all day. When I take people skiing, we're done by 10."

And what advice does he have for the water-skiing community? "Smile when you're out on the water — that's how you look your best." Of course, he adds, lots of skiing definitely makes it easier to smile.

The Rumor Mill

Seeing as how Dr. Bill's world is filled with Hollywood celebs, we wanted to know if he had any interesting stories. "A lot of these stars come to me because they need to have a perfect smile," he says. "Their careers depend on their appearance."

One time Britney Spears showed up for an appointment, traile by her usual circus of paparazzi and celebrity gawkers, but instead of coming into his office, she entered the hospital next door, where her driver had accidentally dropped her off. The next thing Dr. Bill knew, the gossip columns and blogs were exploding with news that Britney Spears has been rushed to the emergency room for who knows what. Of course, the truth was much more boring: She had an appointment to have her teeth cleaned. Britney and Dr. Bill both got a big laugh out of that.
COSMETIC ENHANCEMENTS

Four procedures for a new you. By Karen Asp

ZOOM! LIGHT-ACTIVATED TEETH WHITENING
WHERE TO GET IT: Dr. Bill Dorfman, Century City Aesthetic Dentistry, Los Angeles.
WHAT IT IS: In-office teeth whitening procedure. Three applications of a whitening gel are used with a special light to break up discolorations. You’ll leave Dorfman’s office in an hour with teeth that look eight shades whiter, plus a kit for at-home touchups.
FINE PRINT: Costs vary from dentist to dentist, but expect to pay $500 on average. Results can be long-lasting, but hinge on your eating habits and dental hygiene (or lack thereof).

LIPOTRANSFER
WHERE TO GET IT: Dr. Karyn Grossman, Grossman Dermatology, Santa Monica and New York City.
WHAT IT IS: Fat, the body’s natural “filler,” is removed from unwanted areas (hips, glutes) and injected into areas where volume is wanted, often the cheekbone, jaw line, chin and temples. Grossman tweaks the procedure by mixing the patient’s plasma into the fat.
FINE PRINT: Expect to pay anywhere from $5,000 to $6,000. You may experience bruising and swelling for a few days, and you will need to avoid exercise for a week.

TEAR TROUGH FILLING
WHERE TO GET IT: Dr. Haideh Hirmand, Hirmand Aesthetic Plastic Surgeon, New York City.
WHAT IT IS: Hyaluronic acid is injected into the area around the eye called the tear trough, producing a less tired and more “lifted” appearance and decreasing (if not eliminating) under-eye circles. Some patients also choose to have their cheeks and midface filled.
FINE PRINT: At Hirmand’s office, tear trough filling starts at $2,500. Results last one to two years, she says. Minor bruising and swelling is not uncommon, but should subside within a week.

Q: What’s the biggest mistake people make in choosing a doctor for a cosmetic procedure?
A: It shouldn’t be a rash decision made at the mall when you see a clinic and you say “Why not do Botox or a filler today?” Think about it, shop around, find somebody you know is well-trained and skilled in the procedure, consider having another opinion and then make a decision based on all the facts found. Take the time to make sure you’re having it done by somebody who is going to have the best chance of giving you a safe result you will be happy with. — Dr. Malcolm Z. Roth, president, American Society of Plastic Surgeons

EPRIME
WHERE TO GET IT: Dr. Mitchell Chasin, Reflections Center for Skin and Body, New York City and Livingston and Martinsville, New Jersey.
WHAT IT IS: This facial rejuvenation technology uses radio frequency energy to penetrate the skin’s outer layer to stimulate the production of collagen, hyaluronic acid and elastin. Aging causes the loss of all three substances, producing the fine lines, wrinkles, enlarged pores and hollowing of the skin that this procedure targets.
FINE PRINT: Costs range from $9,000 to $4,000. There can be redness, swelling or bruising that will pass in a few days.
DORFMAN'S WALL IS COVERED WITH GRINNING PORTRAITS OF THE BOYS FROM FRIENDS

<operation by a coterie of white-coated, pretty nurses. As someone who usually feels faint at the mere mention of a flu jab, I'm pretty sure I won't last the course of this operation, but Raj allays my fears by explaining he'll be using the latest techniques, which means he never cuts the skin. Instead, he sculpts the cartilage of the nose from the inside with a tool that looks like a nail file, which he vigorously pushes up a nostril to file and narrow the bone. He also uses a very sharp, thin blade to take off slivers of bone to refine the bridge—a clear plastic suction tube then collects the dust and debris.

The whole thing sets my teeth on edge, but he's right, there's barely any blood. No black eyes and no scars, and the whole procedure has only taken 40 minutes. Ever the perfectionist, Raj kneels down on the floor to better examine the result. The offending bump is gone, replaced with a perfect patrician slope. A bad nose job, he tells me, is where the middle of the nose gets a pinched 'Michael Jackson' look. He has had to correct hundreds of these using a facial filler—a tricky and skilled procedure as you have to be careful not to block the circulation.

Raj's aftercare is excellent; the dreaded clumsy-looking nasal splint has been superseded by a far more refined recovery dressing. He fills his patient's nostrils with little sponges to keep the septum straight for the next two days, and applies a large flesh-coloured waterproof plaster to hold down and mould the skin so it will drape properly over the new framework. It certainly doesn't look like the girl has had major surgery, which is lucky because when she comes round, the first thing she tells us is that she's going to dinner at Nobu that night.

Next on my list I have an appointment with celebrity dentist Dr Bill Dorfman. Not only is he responsible for some of Hollywood's sexiest smiles (his wall is covered with grinning portraits of Brad Pitt, Jessica Simpson, Hugh Jackman and the boys from Friends), but I get the impression he fancies himself as a sex symbol too. He hands me a press pack the size of a telephone directory with pictures of him from his hit TV show Extreme Makeover and semi-naked publicity shots from a charity calendar called Janice Dickinson and the Real Men of Reality TV. It takes me a minute to digest the megawatt smile and bulging baby-oiled pecs, but then we settle down to talk teeth.

Dorfman is the first port of call for every British actor who arrives in Hollywood. He's incredibly social, and namedrops friends from the Osbournes to Dave Clark, Princess Beatrice's boyfriend. Stars love him for his super-fast turnaround time; he can make a new set of teeth in just four to five days. They claim to use more Invisalign (invisible retainers worn over the teeth like mouth guards) than anyone else in the world, and is a big advocate of tooth whitening, because the first sign of age is yellow teeth. He uses Zoom! whitening gel which is placed on teeth and activated with a UV light to make teeth eight shades whiter in under an hour. He has his own dental care range called Discus Dental which covers everything from toothpaste to tongue scrapers, but it's his breath-control system (with bacteria-killing mouthwash and chewing-gum balls) that is his biggest seller.

On the surgical side of things, Dr Bill tells me that as we age our teeth naturally look longer as the gums recede. To avoid this Dorfman works with a gum specialist to perform very advanced grafting procedures to lower the gum line. 'We reposition the gum very subtly further down to cover the teeth better—and we work with new anaesthetics that don't numb the whole mouth, but just the teeth, so you can leave my office and smile immediately.' After all, this is a town where even the nightclub bouncers smile.

Speaking of nightclubs, I feel like I might need a drink before my next appointment. Across town on Sunset Boulevard I have an audience with the famous Dr David Matlock, the man who created the designer vagina. Unsurprisingly, there are no A-list photos on his wall, just pictures of glamorous Playboy Bunnies and 14 medical certificates. The Laser Vaginal Rejuvenation Institute was set up 14 years ago and specialises in genital plastic surgery. As if women didn't have enough ageing worries, Dr Matlock informs me that the most intimate parts of your anatomy can also sag, especially after childbirth.

He tells me all his procedures are based on the requests of women and that Laser Vaginal Rejuvenation for tightening the inside of the vagina is currently the most popular—even women who have had >
"He who does the giving, receives the greatest gift." This is the philosophy by which Dr. Bill Dorfman lives and operates. Popularly known for his part in the ABC show *Extreme Makeover*, Dr. Bill Dorfman, a cosmetic dentist based in Los Angeles, does a lot to give people back their smiles.

In a recent interview with **Dr. Dorfman** I asked him, "What is it about the ability to smile that changes people's lives?"

He simply answered, "Well, think about it, when you walk up to somebody and they look at you with a cold hard look, how do you feel? As opposed to walking up to somebody with glowing beaming eyes and a big bright smile? It's a sign of friendship, a sign of happiness, a sign of warmth, a sign of acceptance and a sign of all positive things. A smile is the first thing that people notice about you and the last thing they remember."

Not only does Dr. Dorfman bring smiles to his Hollywood clientele, he also helps women in the community who are victims of domestic violence. Restoring their smiles gives them confidence to go back to work. More importantly, it helps them to get back into society.
Dr. Bill Dorfman is also the co-founder of the LEAP Foundation, a non-profit organization formed five years ago to provide a motivational and leadership program geared towards teaching life skills to youth. LEAP is an acronym for Leadership, Excellence, Accelerating Potential. It is a one week summer program held on the beautiful campus of UCLA in Los Angeles, with students from all over the world.

The program aims for both male and female students aged 15 to 24. LEAP runs two programs concurrently -- a high school program and college program and scholarships are awarded to children who cannot afford. Each program culminates on Friday, in what is called a "Mentor Workshop." This workshop hosts 100 professionals from a wide variety of fields. There are doctors, lawyers, architects, business people, journalists, hair stylists, fashion experts, actors and more. The students have an opportunity to sit at a table for 30 minutes and just fire away questions at these people, rotating every 30 minutes. They do six cycles of this, during which they are exposed to a plethora of different successful professionals. They have the opportunity to find mentors and ask any professional questions they would like.

Students are taught money management, time management, study skills, public speaking and resume writing. They also learn how to apply for college and how to apply for jobs. There is even a special program called "How to be a Gentleman," because a lot of the kids who attend don't have a father figure at home. They are taught eating etiquette, dating etiquette and other life etiquette skills. The kids love the program, and they form friendships that last a lifetime. It is an amazingly positive experience.
One of the advantages Dr. Dorfman has is that he is a native of Los Angeles. He knows a lot of great people that he brings to the program. Being a native and practising dentist in this area, in a very high profile practice, has enabled him to bring in some super stars. For example, they have support from Anthony Hopkins, Jason Alexander, Paula Abdul, Usher, Seth Green, and many other high profile actors and actresses who participate as speakers.

Dr. Bill Dorfman grew up in a very modest family with four siblings. His parents didn't really have the means to pay for a formal education for their children, so they attended public schools all their lives. When he applied to the University of California at Los Angeles, he was very fortunate to be the recipient of an Alumni Scholarship. That extra help enabled him to attend one of the greatest universities in the world.

In 2009, life went full circle when UCLA bestowed upon him a lifetime achievement for Outstanding Community Service. Bill said that as he stood there receiving the award, he realized that if it had not been for the generosity of the UCLA Alumni Association, he would have never have gotten the incredible education that enabled him to become a dentist and to build so many of his dreams. As a result, he not only has been a very generous donor for UCLA scholarship recipients, he showed similar gratitude to his dental school, to which he donated money to build an auditorium.
Dr. Dorfman said, "You know there's a saying that says 'He who does the giving, receives the greatest gift,' and I really feel that. I really feel that if we don't leave this world having made it a better place for having been here, we have wasted such an opportunity that has been given to us. I work with the kids in my LEAP foundation, and I see these kids years later having become lawyers, doctors and everything else and they thank me for the foundation and scholarships."

Even when I was doing the ABC show *Extreme Make Over*, when we brought in people who had these horrific dental situations, we changed their lives and gave them an opportunity to live a normal, healthy life and look and feel better about themselves. Those things were invaluable and there's no amount of money that they can give you that replaces or measures up to the feeling you have inside that you changed other people's lives. As a dentist, every day that I go to work, I make people healthier and happier and improve the quality of their lives. There are still very few jobs in this world like that, so I enjoy that, I thrive on that. That makes me happy, there's nothing that makes me happier than helping somebody and making their lives better. Maybe I am selfish because I get so much out of this, that's what drives me.
TEETH: THE GATEWAY DRUG

I've always suspected cameras are the reason people get cosmetic surgery. Now I'm sure of it. Because after a lifetime of happy obscurity as a writer—first of TV news, then of scripted series like Mad Men, and most recently, of books—I went on the Today show and got "discovered" at the age of 47. On Tuesday I'm sissing-down with Hoda and Kathie Lee about my book Why You're Not Married...Yet. That Friday I'm offered a hosting job on a new reality dating show.

By Saturday I start wanting new teeth.
You see, the camera is a lot like Santa Claus. It knows if you've been bad or good. It sees the cigarettes, the sugary snacks, the nights willfully spent sleeping on your side instead of your back, like the women's magazines tell you to. The camera isn't your friend; it's more like your frenemy—someone who seems all nice and then later you find out, usually via Google Alerts, that the so-called friend has actually been talking shit about you. Anyone who's ever launched Skype or FaceTime and looked at that video reflection in horror has enjoyed an inkling of what I'm talking about.

It's not that these choppers are that bad. They're just not ready for prime time. So I ask around. An on-camera friend gives me a name. "This is The Guy," she says. "Tell him I sent you." The very next day I am lying back in a dentist's chair, carefully covered in a fluffy white blanket to ward off the chill of the air conditioner. In breezes Bill Dorfman, D.D.S., tooth dealer to the stars. For approximately the price of a new roof on my house, Dr. Dorfman says, he will hook...
The temptation is to commit harbi and try to stop time altogether. Sure, I can slow it down some—a decade, maybe two if I luck out. Go ahead, paint the walls, refinish the floors, bring the electrical up to code. But I have to beware doing the cosmetic surgery equivalent of a Better Shelter flip—where I toss an flea bathroom, cement floors, and CaesarStone countertops into a Highland Park bungalow, then paint the front door some cool shade of green. Because a few years on, the green door that at first looked so great suddenly seems cheap. And obvious. And dated.

Every time in a while I see women who've made it through the tunnel without hitting the panic button—and they look gorgeous. Yes, they have aged. But when you see them, you realize aging isn't ugly; fear is. Period details intact, such women make it to the other side more beautiful than ever. I want to be one of them. Not an easy feat in Los Angeles. But I think I can do it—even on camera.

I still might get the teeth, though.
You’ve been brushing twice a day (we hope) since you were a toddler. But are you doing it right? We got in touch with Dr. Bill Dorfman, a Los Angeles based dentist, to separate fact from fiction.

You shouldn’t brush your teeth in the shower.
False. “There is no bad place to brush your teeth,” Dr. Dorfman says. At work, in the restaurant bathroom following lunch, they’re all fair game. If pulling out a toothbrush in the bathroom gives you flashbacks to retainer-wearing days in middle school, have Colgate Wisps on hand to keep things fresh.

You have to visit a dentist every 6 months.
True. Dr. Dorfman says the number one mistake guys make when it comes to teeth is neglect. “Women are so much better at regular checkups and cleanings,” he says. “Men tend to wait until it hurts to come in. By then it is usually too late for an easy fix.” Stick to the recommended six months, and each visit promises to be more bearable.

Mouthwash keeps teeth clean and white.
False. If you’re hoping that a couple swooshes after your morning coffee will keep them sparkling, you’ll be disappointed. “Mouthwash with fluoride helps fight decay and mouthwash with ingredients that kill bacteria helps with bad breath,” he says. So keep swishing—just adjust your expectations.

Electric toothbrushes are always better.
False. It comes as bit of a shock, but shelling out a few extra dollars on an electric toothbrush from the drugstore isn’t necessarily better than using an old fashioned manual brush. Dr. Dorfman says the American Dental Association doesn’t give those cheap versions their stamp of approval since flimsy models risk breaking. If you’re going to go the electric toothbrush route—and you should—invest in it with the Sonicare DiamondClean Toothbrush.

There’s no relief for sensitive teeth.
False. “If you have sensitive teeth you need to brush with a toothpaste containing both fluoride and potassium nitrate,” Dr. Dorfman says. “Fluoride blocks the tubules to insulate temperature changes and potassium nitrate prevents the nerve from being sensitive.” Try Aquafresh Sensitive Toothpaste to build up your choppers.

—Moira Lawler

WHAT DOES THE WORD BEAUTIFUL MEAN TO YOU?
An amazing smile!

WHO IN YOUR FAMILY ARE YOU CLOSEST WITH?
I'm closest to my parents because they are simply the best.

HOW WOULD YOU DEFINE YOUR RED CARPET STYLE?
Classy and cool.

WHAT'S BEEN THE HIGHLIGHT OF YOUR CAREER?
I was the featured dentist on ABC's Extreme Makeover for four seasons.

WHAT WAS YOUR BEST RED CARPET MOMENT?
My best red carpet moment was when I was nominated for a People's Choice Award.

DR. DORFMAN'S UPCOMING APPEARANCE IN SU:
Look for upcoming articles featuring Dr. Dorfman's work in SU.

HIS WEBSITE:
www.extrememakeoverdentist.com

WHERE TO LOOK FOR DR. DORFMAN NEXT:
Look for Dr. Dorfman on The Doctors on CBS.