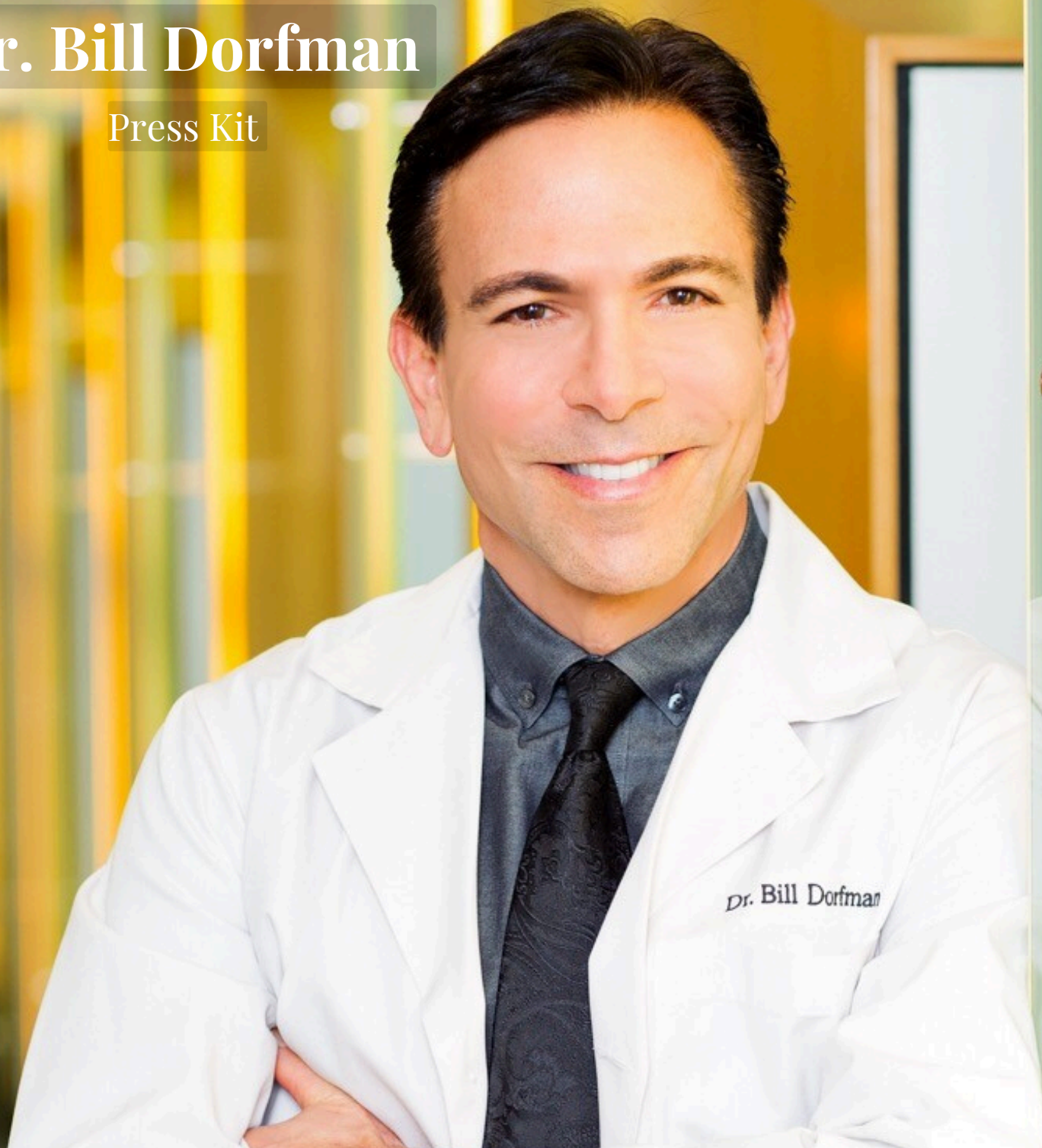


Dr. Bill Dorfman

Press Kit



A man with dark hair and a slight smile, wearing a white V-neck t-shirt, is seated in front of a window. The window shows a blurred cityscape with tall buildings. The text 'DIGITAL FEATURES' is overlaid on the left side of the image.

DIGITAL FEATURES

PRO TIPS

WHAT YOUR ORAL HEALTH CAN TELL YOU ABOUT YOUR OVERALL HEALTH

Neglecting your teeth can have a detrimental effect on your body.



However, Dr. Dorfman says probably the most dangerous and significant correlation between poor oral hygiene and your health is the link between periodontal disease and heart disease. (Periodontal disease is where you have bone loss occurring because of bacteria living in your mouth). “There have been numerous studies that show that there is a very high correlation between periodontal disease and severe heart conditions, which can even become life-threatening,” shares Dr. Dorfman.

LIFE

Dr. Bill Dorfman talks inspirations and about being a dentist in the digital age



“I wake up every morning excited about what I do, and one of the things that’s added even more excitement to my career is with the ability to invent different things,” he said.



HOMEWORTHY

Inside Dr. Bill Dorfman's
Luxurious Los Angeles Condo





Celebrity Dentist Dr. Dorfman's Advice for the Next Generation of Dentists

Dr. Dorfman attributes much of his success to his focus on both the “presentation” and the “substance” of dentistry. “While building recognition and getting your name out there is important, the true focus should always be to deliver exceptional results,” he advises. For aspiring dentists, his advice is clear: commit to lifelong learning. He emphasizes the importance of continuing education (CE courses) and staying current with advancements in cosmetic dentistry. “Just getting yourself out there and speaking to the public will go a long way,” he adds, highlighting the value of connecting with patients.

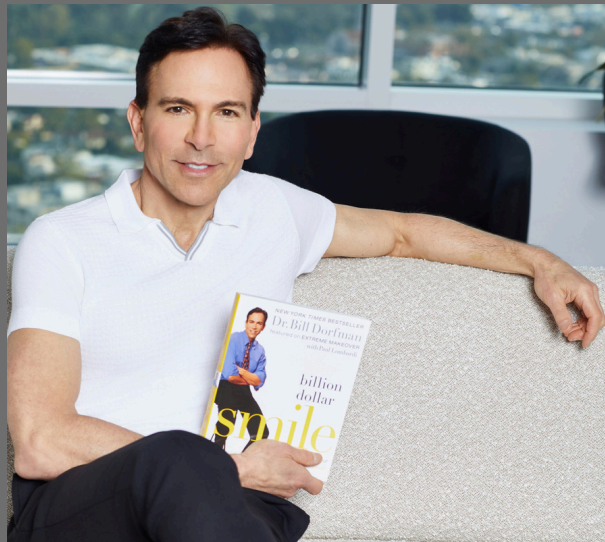


How Dr. Bill Dorfman's Dental Skills Have Made Him Hollywood's Smile King

Looking ahead, Dr. Dorfman plans to continue practicing dentistry for as long as possible. In addition to his practice, he is launching two new exciting brands this year. As the inventor of Zoom! Whitening, the most powerful and effective teeth whitening formula distributed to dentists, he has recently launched **POOOFF! Teeth Whitening Strips**, the only dissolving whitening strip product on the market. These strips are enamel-safe, dissolve in minutes, and deliver rapid results.



Celebrity Cosmetic Dentist dubbed “Michael Jordan Of Dentistry”



Dr. Dorfman: Your smile is the first thing that people notice about you. If you're not confident with your smile, it can hinder your life, your career success, and your interpersonal relationships in a very deep and disturbing manner. People who are not comfortable with their smile tend to hide their smile or cover it with their hand, and the perception of those around them is that they're unfriendly or unhealthy if it looks bad, which may be far from the truth. There are certain genetic conditions that can make your teeth appear as if you have drug problems or major health problems that are inconceivable to the lay person.

Dr. Bill Dorfman: The Iconic Smile Architect and Wellness Advocate Behind Hollywood Smiles



As Dr. Bill Dorfman continues to innovate with ventures like POOF! Whitening, his legacy as a pioneer in dental aesthetics and holistic health remains unparalleled. Reflecting on his accomplishments, Dr. Dorfman acknowledges, “I’ve been fortunate to receive recognition for my work and I am extremely proud to have received 21 Lifetime Achievement Awards recognized by some of the most prestigious academies in the world, along with two Guinness World Book records. So those are all very near and dear to me.”



From Dentistry to Philanthropy: The Multifaceted Career of Dr. Bill Dorfman

Teeth Whitening Pioneer

In 2001, Dr. Dorfman invented Zoom! whitening, which remains the #1 patient-requested professional whitening brand in the U.S., before selling the brand to Philips Oral Healthcare in 2010. So, it's no surprise that the highly-respected dental expert went on to develop a new fast-acting consumer product that offers unparalleled effectiveness, **POOOOF! Teeth Whitening Strips**. Launched in 2024, Dr. Dorfman's innovative whitening product, which dissolves in just 10-15 minutes, claims not to compromise the enamel while creating a celebrity-level smile from the comfort of home.

West Hollywood WEEKLY

Dr. Bill Dorfman on Achieving Dream Smiles and Celebrity Dentistry

In a city where first impressions mean everything, a captivating smile can speak volumes. Few understand this better than **Dr. Bill Dorfman, DDS, the renowned cosmetic dentist behind some of Hollywood's most recognizable smiles.** From the bright lights of the red carpet to virtual meetings on Zoom, Dr. Dorfman has spent decades helping people feel confident by transforming their smiles. Through his work at Century City Aesthetic Dentistry, he welcomes patients from all walks of life, offering the same exceptional care to everyone—not just celebrities.



LA EXAMINER

Smiles With Purpose: How Dr. Bill Dorfman Turned Dentistry Into a Movement

Giving back has always been a priority for Dr. Dorfman, who supports his community through an organization he founded in 2013, [LEAP Foundation](#)—a nonprofit motivational leadership program. The foundation hosts a weeklong summer program, LEAP Week, providing high school students and young adults with a clear roadmap to success, many of whom come from underserved communities. It's a passion project where the famed cosmetic dentist's work creates a full circle moment with his famous clients, many of whom have donated their time, expertise, and life experience as LEAP Week guest speakers to help guide the next generation towards success.

CALIFORNIA BUSINESS JOURNAL

Beyond the Billion-Dollar Smile: Dr. Bill Dorfman on Fame, Dentistry and Giving Back

New to Dr. Dorfman's cache of smile-enhancing solutions is **POOOF! Teeth Whitening Strips**, a groundbreaking at-home treatment designed to bring celebrity-level excellence to everyone. This convenient – and now **Amazon accessible** – product allows anyone to experience red-carpet-ready teeth whitening without leaving the comfort and convenience of their own homes.

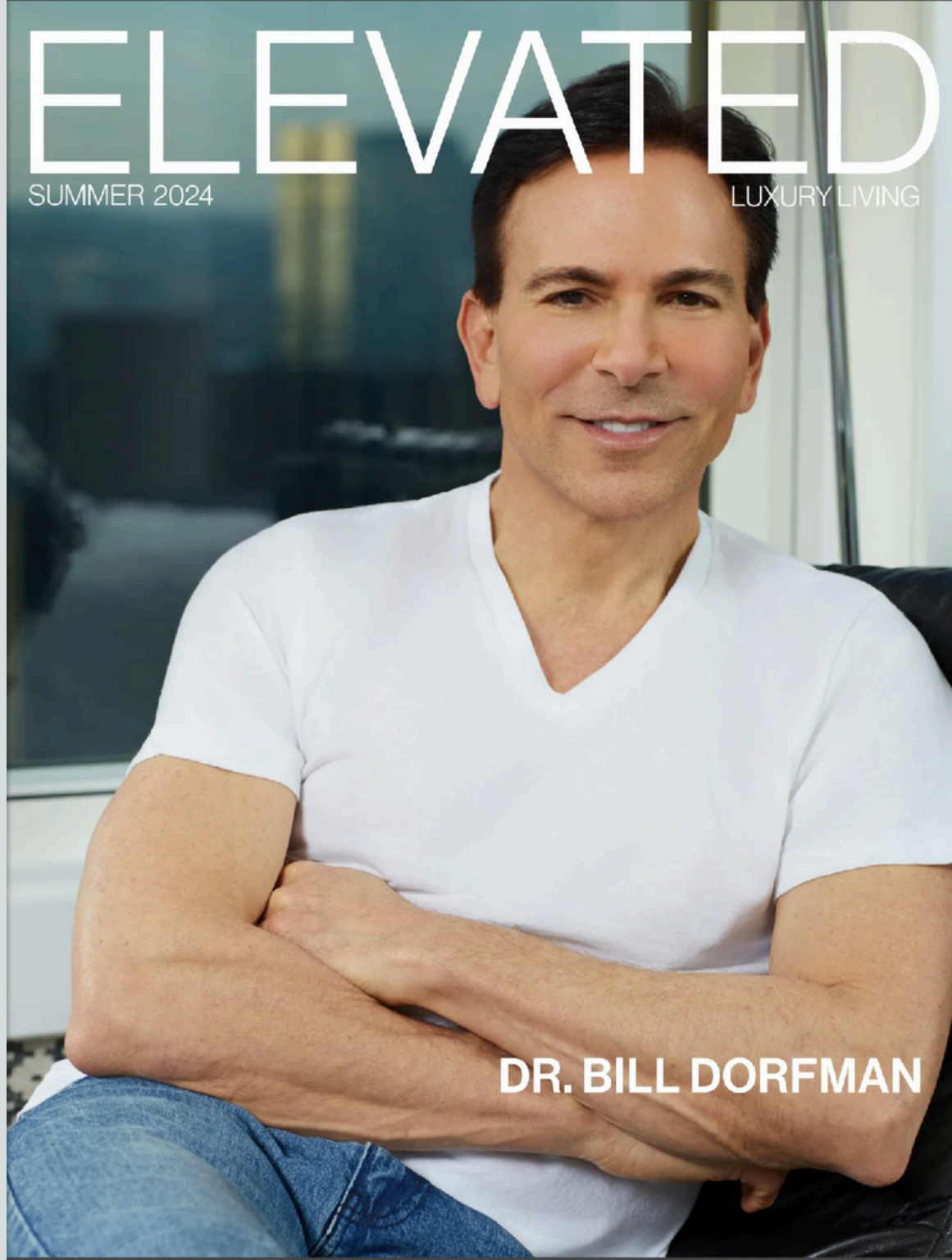
PRINT



ELEVATED

SUMMER 2024

LUXURY LIVING



DR. BILL DORFMAN

**SMILE MASTERCLASS
UNLOCKING EXCELLENCE WITH
DR. BILL DORFMAN**



Step into the world of Hollywood's brightest smiles with Dr. Bill Dorfman, a renowned dentist whose expertise extends far beyond the confines of a dental chair. With a client list boasting A-list celebrities and a career spanning decades, Dr. Dorfman has become synonymous with perfection in dental aesthetics. His innovative techniques and passion for crafting captivating smiles have earned him global recognition, making him a trusted authority in the realm of cosmetic dentistry. Join us as we delve into the life and career of this iconic figure, exploring the secrets behind his success and the impact he has made on the world of Hollywood and beyond.

EM: Can you share with us your journey and what initially inspired you to pursue a career in dentistry?

Dr. Bill Dorfman: I "literally" fell into dentistry after an accident I had at three years old. I was playing in the living room of my family home, and I fell and hit my mouth on a coffee table. I knocked out all my baby teeth. This incident started this procession of me having to go to the dentist for years and having multiple surgeries to ensure that my permanent teeth would grow in properly. We just had an amazing dentist! I know most normal kids would probably be terrified of dentistry after that, but I was fascinated by how well he took care of me and the results. As a little kid, I thought, I want to do this for people. I want to help people the way my childhood dentist helped me. And it just never wavered. So, when most little kids were playing Army, I was always the medic. It was a blessing in disguise because it made my education so easy. I just always took the courses I needed to become a dentist. I didn't have to think about which direction to go. It was just a straight and narrow path for me.

EM: You're renowned for your expertise in cosmetic dentistry. What motivated you to specialize in this field?

Dr. Dorfman: When I was in dental school, I quickly realized that nobody really cares if you do a great root canal on them – because they can't see it. Your patients don't sit up and say, "Oh my gosh, doctor, that was the most amazing root canal." But when you have a patient who comes in and they break off their front tooth and you can fix it and make it look like nothing ever happened, it literally changes people's lives. For me, this is the most rewarding thing ever, to be able to give people confidence in their smile and let them be the best version of themselves because they can feel happy with a confident smile and healthy teeth.

EM: In your opinion, what are some common misconceptions people have about dental care and how can these be addressed?

Dr. Dorfman: I think the biggest misconception with dental care is, 'If it doesn't hurt, I'm okay.' By the time something hurts, it's not okay. It's way too late. So, you should go to the dentist on a regular basis, at least every six months and get a checkup, cleaning, and x-rays. X-rays will allow us to diagnose tiny problems that we can fix quickly and easily. But by the time that cavity grows into something big where it hurts, it's a whole new ball of wax. You're talking about a root canal, a crown, and spending thousands of dollars when it could have just been fixed easily in a quick filling appointment.

EM: You've been involved in numerous philanthropic endeavors, such as your work with the LEAP Foundation. How do you see dentistry intersecting with social responsibility and community service?

Dr. Dorfman: First, I think it's important to define my mantra in life: "Learn, so you can Earn and then Return." I grew up with nothing. I mean, nobody ever gave me anything in my life. I started working when I was five years old, pulling weeds in the neighborhood, and I continued to work my entire life. Students who come to our LEAP program, which is an entrepreneurship program for high school and college students, often come up to me and say, "Dr. Bill, what's the secret of success?" The secret is no secret! The secret is, work your buns off and do your job better than anybody else does, and you will be successful. I've always felt compelled to give back. I think the greatest part of success is being able to elevate other people's lives along the way. Even when I was just starting off and not a very successful dentist, I started giving back by working with the battered women's shelter and other charities where I knew people who were less fortunate would have an opportunity to improve their lives. For me, the big epiphany happened when ABC gave me the opportunity to be the featured dentist on their hit TV show, Extreme Makeover. For years, this experience of changing lives and giving people great healthy smiles was a very personal thing I shared with just the patient. Then suddenly, through ABC, we're sharing these powerful experiences with millions of people around the world on Prime-Time TV. The greatest thing about Extreme Makeover is that it gave people the opportunity to see what is possible. It helped motivate and liberate people by realizing that amazing things are possible, and this doesn't have to be an obstacle in their life.

EM: Your 2006 book Billion Dollar Smile has been widely acclaimed. In fact, it's rare for first-time authors to hit the New York Times Bestsellers list. How did this book come about?

Dr. Dorfman: Before Extreme Makeover hit the air, most people – especially celebrities – were very reluctant to talk about any kind of physical changes they were having done. But the show really helped to take away that taboo feeling. I was approached by a very successful publisher who said to me, "Hey Doc, you should do a book on smile makeovers. No one's ever done that before." I thought about it, and two big things happened. Number one, I contacted Paul Lombardi, who was a very successful New York One newscaster and reporter. I asked him to help write the book, so he co-authored it with me. Number two, I got clear that I'm not going to write just any book; I'm going to write a New York Times bestseller. Because it's one thing to write a book; it's a whole other thing to write a New York Times bestseller. That's when you get to do Oprah, Rosie, Ellen, and all these big talk shows and have the biggest impact. So, I went online and found a company called Promote a Book by Michael Drew. I called him up, met with him, and told him about the concept for the book. I asked him, do you think that this book can become a New York Times bestseller? He said, absolutely. He gave me a roadmap, guaranteeing success, and guess what, lo and behold, two weeks on the market, we were a New York Times bestseller, and I did get to do Rosie, Oprah, The Tonight Show, Extra, E! and Entertainment Tonight. It was a raging success, and the thing I love most is that we donated all book sale proceeds to the LEAP Foundation. So, it was not just a win-win, it was a win-win-win, and thousands of kids were able to go to LEAP for FREE because of the book.

EM: Do you have plans for another book in the near future?

Dr. Dorfman: One and done, baby! It was so much work, <laughs> I had no idea how hard it was to write a book and I just crossed it off my bucket list and done! A HUGE thanks to my co-author Paul Lombardi!!!!

EM: Beyond improving the lives of others, we would like to learn more about your elevated lifestyle. What do you enjoy doing in your leisure time?

Dr. Dorfman: I love to work hard and play even harder. Fitness is a big part of my leisure time. I go to the gym every day and work out. But in addition to that, I just love to travel. Every year since my kids were born, I take two epic vacations with them, and we plan them out for a year. They're always incredible. Traveling is one of my favorite things to do, and especially with my family. Also, during the winter, I bought a second house in Park City, so every other weekend I go skiing. I'm also an avid scuba diver. I love to scuba dive, and I've been diving all over the world. Water skiing is my favorite summer sport. Fun fact, I'm the only dentist ever to appear on the cover of Water Ski Magazine.

EM: What are some of your favorite travel destinations for the elevated lifestyle?

Dr. Dorfman: I'm not one of these guys who's really fancy or showy in my private life but I do go all out when I travel – especially with my kids. I don't even care about cost – I just give them my credit card and say, book it. We stay in some of the most amazing and beautiful locations in the world. I never even look at the bill because I just figure, "You know what? I work hard and this is what life is about." We really have amazing vacations and I like to go somewhere different every time. I think this winter I'm going to go to Antarctica with my kids. Next year we're definitely going to see the Cherry Blossoms in Japan. The year I sold one of my companies, we just chartered a private yacht, and I took all my daughters and their boyfriends, and we went through all the Turkish islands. We've done London, Paris, Iceland, Australia – you name it. For my 60th birthday, I did an epic trip all through Indonesia and Raja Ampat Islands, where I went diving for a week. My travel rule is to pick a new place each time.





EM: You have donated smiles to many people in need, many of which have been captured on television shows like Extreme Makeover. How can improving one smile lead to an elevated life on a deeper level?

Dr. Dorfman: Your smile is the first thing that people notice about you. People who are insecure about their smile often come off as being unfriendly or shy or even unhealthy. If you can't walk into a room and just flash a beautiful, brilliant smile, it will affect how you show up. Whether you want to believe this or not, people will judge you. If you really had teeth, people think you're unhealthy or don't care about yourself or take care of yourself. So, I think it's important for people's self-esteem to have a beautiful, healthy smile. Having dental disease can ruin your life. So, it's not just about the aesthetics of looking good, it's also functioning well, enjoying life, food, laughter, and everything else along the way. A smile is really important and one of the things I love about being a dentist is that I get to go to work every day and make people's lives better and actually give them a reason to SMILE!

EM: Reflecting on your career, what would you say has been the most fulfilling aspect of your work as a dentist and entrepreneur?

Dr. Dorfman: I think without a doubt, being chosen as the featured dentist on ABC's Extreme Makeover had the biggest impact on my life and career. Prior to the show, dentistry never got a positive wrap in the media. Films like Little Shop of Horrors and Marathon Man always portrayed dentists badly. But with Extreme Makeover, cosmetic dentistry was highlighted in a positive light on Prime Time TV every Thursday night. We were one of the highest rated shows on ABC and it literally changed the world's perception of cosmetic dentistry. For the first time ever, you saw little kids saying, "I want to grow up and be a cosmetic dentist." For the first time ever, people that were scared to go to the dentist would watch me do work on TV and say, "You know, I'm not afraid anymore. I understand what they do." Being on Extreme Makeover changed the perception of dentistry in the most positive way imaginable and it changed the entire trajectory of my profession. To this day, I'll be walking through an airport and dentists will run up to me and say, "Thank you for all that you've done." The credit goes to ABC but I'm happy to have been the conduit through which the whole thing happened.

EM: What's next for Hollywood "Smile King"?

Dr. Dorfman: During the pandemic, I invented two new products that you're going to see on the market relatively soon. I think both have the potential to become even bigger than any other whitening product on the market. The first is called POOOF!, which are whitening strips that dissolve in 10 to 15 minutes. Basically, the tag line is: "Stains disappear, strips disappear, and POOOF! your teeth are white." These are going to blow up. They taste better than any whitening strip on the market and patients have told us they work more effectively than any other whitening strip available. They cause relatively zero sensitivity, are super comfortable on your teeth and don't move around. This product will be available soon on Amazon and everywhere you buy tooth whitening products. The second product is called KickBallz, which are caffeinated gumballs. They're sugar free, fight bad breath and its 110 milligrams of caffeine in each gumball, which is equivalent of a nine-ounce cup of coffee. They are also sweetened by xylitol, so it fights tooth decay. It's the best on-the-go caffeine pickup you can ever get, and it comes in a little container that fits in your pocket. Personally, I hit this low in energy every day around three o'clock where I need coffee but can't go to Starbucks because I'm treating patients. So, I just pop a Kickballz. Or let's say you're driving late at night and feeling the need for a caffeine boost - bam, KickBallz. I use it as a pre-workout 30 minutes the gym and I go in there feeling like Superman. Soon hopefully, you're going to see KickBallz in Target, Walmart, CVS, Sam's, and online. Currently, both products are available to purchase on our websites: KickBallz & POOOF!. They'll both be available on Amazon very soon.

EM: What else are you excited about?

Dr. Dorfman: My girls are working on some exciting projects! My youngest daughter, Georgie, started an amazing clothing brand called All My Love, selling beautiful clothes for young women. They are meant to fit well and wear well. In a short time, her brand has been featured in Forbes and Who What Wear and can be seen on many influencers/celebrities. Her work and work ethic are spectacular. I think that she is really going to disrupt and conquer the fashion industry. My oldest daughter, Anna, has been working as a scientist since she graduated college. First, she was in fertility research, then she worked in a COVID lab. And in November I happened to play a little bit of her singing and playing the piano for Diane Warren. Diane was so enamored with my daughter's voice that she pulled her into her recording studio the next day to record one of her new songs. Anna developed a very close relationship with Diane's producer, whose name is A.C., and they have been writing music since November. It is absolutely spectacular. If you go to her Instagram (@itsanna), they're going to start releasing these songs. When I heard the first song that she and A.C. produced, it literally brought me to tears. Her writing and voice are so epic. I honestly think she's going to be the next Taylor Swift; I'm not even kidding. She also just connected with one of my patients who does trailers for movies and submitted a trailer for a new film that's coming out, and it's at Sony right now. And if that happens, it will put her on the map. I'm super excited to see her music career explode. And I know she's going to be incredibly successful. She just got asked to join a tour with the pop indie group, Transviolet. So, she'll be on the road with them this summer. They've got 18 performances, and she'll open half of them. So, it's really cool. On April 27th, she performed with the Hollywood Ballet. She was on stage singing two songs, one cover, and one original song while in conjunction with a live orchestra and the ballet company. It was pretty amazing. She'll be performing on June 20th in San Diego, June 21st in Los Angeles, June 22nd in San Francisco.

EM: How is health and fitness part of your elevated lifestyle?

Dr. Dorfman: I was always an athlete. I was a swimmer my whole life, I was a gymnast, I played baseball and football. I always thought it was important to exercise and work out. When I started dental school, I kind of slacked off. For the first time in my life, I started having back pain and neck pain and just not feeling good. The one thing I realized that had changed in my life is that I wasn't working out. So, I started making it part of my daily routine and I immediately noticed that all that pain went away, and I felt better. I had more energy, I felt more vibrant. So, since I started dentistry, I have gone to the gym every single day of my life and worked out for an hour. I wasn't doing it for the aesthetic result. I was doing it so that I would stay healthy and stay fit and be able to keep practicing.

We just had the 40-year reunion of my dental school class, and of 135 students, 80% of them have already retired for physical problems, back pain, neck pain, and things like that, and I feel as healthy and fit today as I did when I was in my twenties. We just shot for the cover of Men's Health! I feel like if you want to have an elevated lifestyle, you need to have an elevated fitness routine and stay healthy, fit, and active. Use it or lose it. I don't want to grow old sitting on a couch. I want to grow old running circles around guys who are in their twenties and thirties.

Make sure to Follow Dr. Dorfman @DrBillDorfman for tips on staying in shape, dental care and his celebrity interviews for the LEAP Foundation.



PODCASTS
&
BROADCAST



361 | The Key Factors to Oral Health and Hygiene with Dr. Bill Dorfman

The Optimal Body

Join Dr. Bill in this insightful episode as he dives into the world of cosmetic dentistry and oral hygiene. He discusses his passion for cosmetic dentistry and emphasizes how oral hygiene is crucial for overall health, touching upon the importance of verniers in maintaining oral health. Dr. Bill explains what constitutes good oral hygiene and addresses common dental concerns, such as whether cavities can be reversed and factors contributing to rapid tooth decay. He also delves into the topic of teeth stains and the safety of whitening products, offering tips on managing sensitive teeth and effective brushing techniques. For those looking to maintain dental health through all stages of life, Dr. Bill shares strategies for staying vital into later years. To explore more insights from Dr. Bill, tune in!



- For Healthy Teeth:
- Sugary snacks
 - Acidic Food
 - Sticky food
 - Carbonate
- Wors
- Sugary snacks
 - Acidic Food
 - Sticky food
 - Carbonate



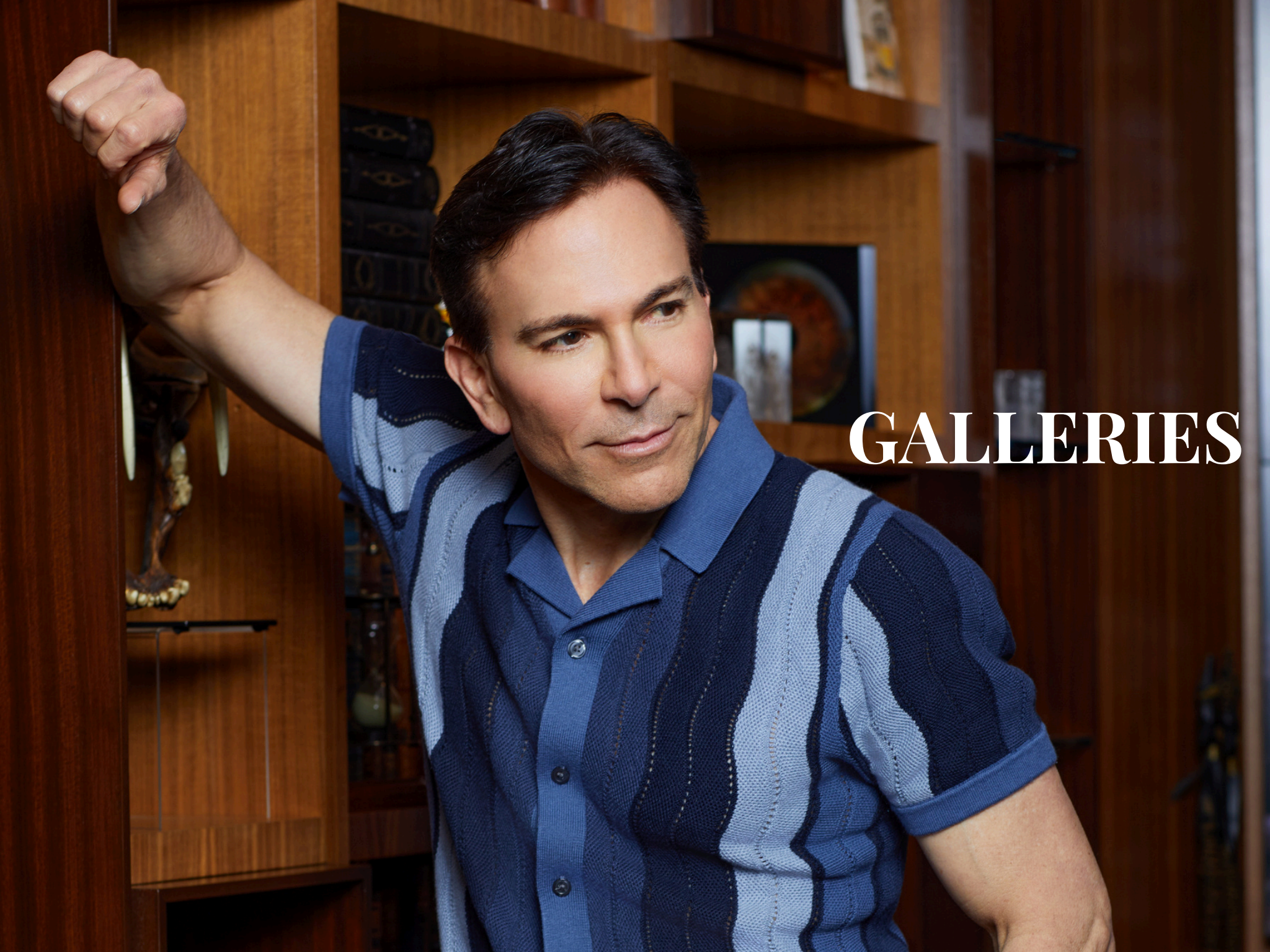
From Zero to \$200 Million: The Secrets of a Celebrity Dentist

In this episode of the None of Your Business podcast, the host interviews Dr. Bill Dorfman, a renowned cosmetic dentist known for his appearances on ABC's 'Extreme Makeover.' Dr. Dorfman shares his inspirational journey from a young boy fascinated by dentistry to becoming a highly successful dentist and entrepreneur. He emphasizes the importance of creating opportunities, mastering them, and the necessity of adapting to changing environments. Dr. Dorfman also discusses his product innovations, such as Poof Whitening Strips and Kickballs caffeinated gum, and his philanthropic efforts through the LEAP Foundation, which aims to empower young individuals with life skills and confidence. His story is a powerful testament to resilience, continuous learning, and giving back.

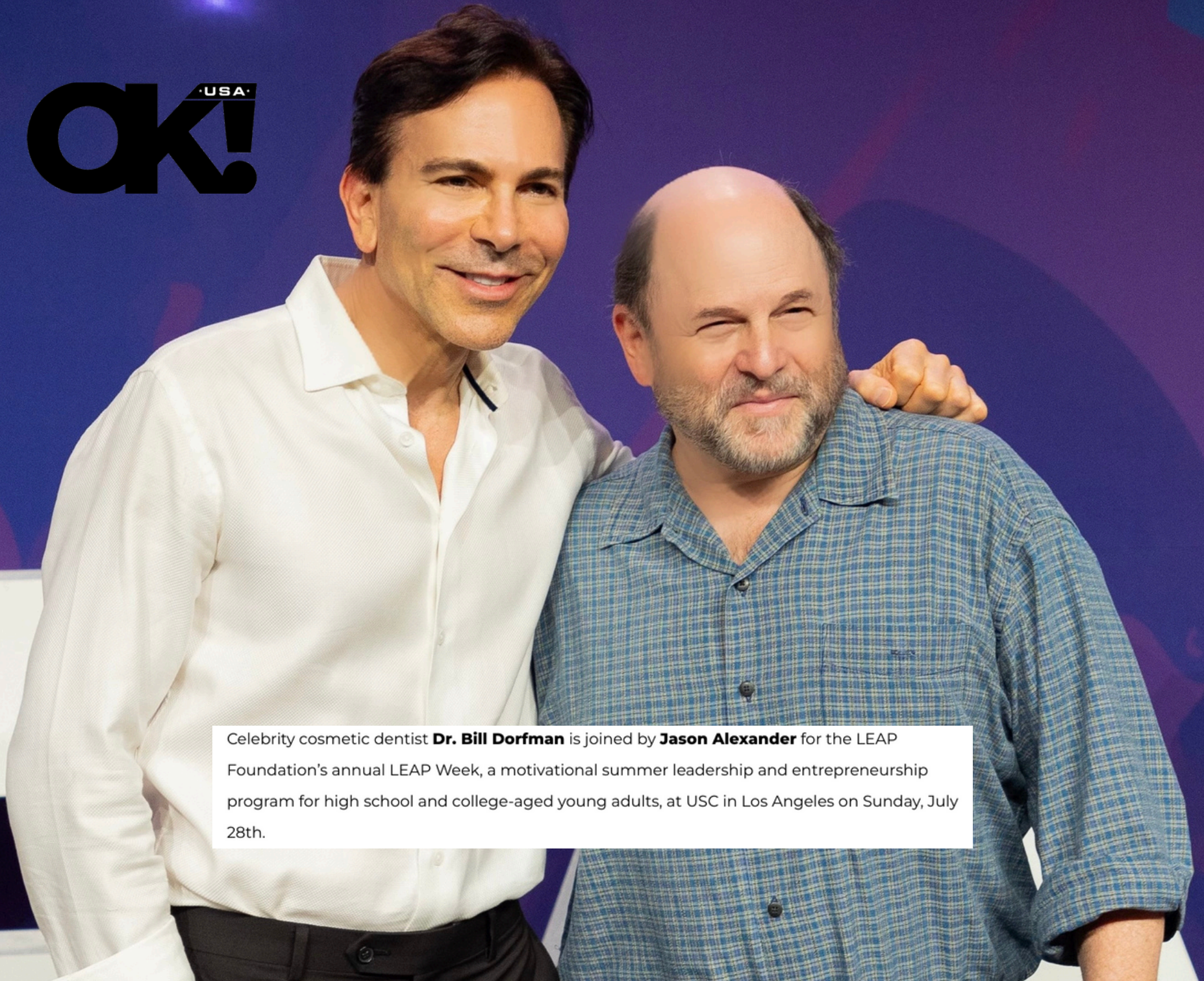


Ep. 20 - Dr. Bill Dorfman: Celebrity Dentist

Dr. Bill Dorfman is not just a famous cosmetic and general dentist, he is THE most famous cosmetic dentist world wide. Affectionately known as "America's Dentist," Dr. Bill is responsible for creating smiles for many of Hollywood's brightest stars including Eva Longoria, Anne Hathaway, Mark Wahlberg, Sir Anthony Hopkins, and many more! 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 CBS talk show, "The Doctors." Dr. Bill discusses how he worked his way to become the renowned dentist of the stars, what it was really like being on Extreme Makeover, his amazing non-profit organization LEAP, and his sought after new products: Kick Ballz gum, and POOOF!



GALLERIES



Celebrity cosmetic dentist **Dr. Bill Dorfman** is joined by **Jason Alexander** for the LEAP Foundation's annual LEAP Week, a motivational summer leadership and entrepreneurship program for high school and college-aged young adults, at USC in Los Angeles on Sunday, July 28th.



Million Dollar Listing LA star **Tracy Tutor** gets smile makeover from celebrity cosmetic dentist **Dr. Bill Dorfman** – the beloved dental expert from hit TV shows *Extreme Makeover* and *The Doctors* – during a visit to Century City Aesthetic Dentistry on Monday, June 16.





Thank You!

For More Information Contact:
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