

Introducing the Dallas dental spa

Dr Lorin Berland, a dentist from Dallas, Texas, USA, lets us inside his dental spa and shows us how it functions

The new century has seen the advent of an elite breed of dental surgeries that give today's consumer another reason to smile—the cosmetic dental spa. This novel twist in our age-old profession has inspired dental surgeries to provide not just your typical dental services, but also offer a pleasant morning or afternoon being pampered. Imagine taking a

break from your workday to go to a dental appointment—and finding yourself sinking into a relaxing heated massage chair with a bean-pillow headrest. As if this were not relaxing enough, you are being offered the option of watching a favorite movie or concert, or maybe relaxing nitrous oxide and a calming CD. After the procedure, you can squeeze in laser whitening

concept even further by combining customer service and compassionate care. It has always been my goal to create a place that people would enjoy returning to and provided a fun, and pleasant work environment.

This is what you need

At the Dallas Dental Spa, our professional team greets everyone with a welcoming

possible.

To alleviate the anxiety of those patients still experiencing stress concerning their dental appointment, the Dallas Dental Spa has licensed massage therapists trained in reflexology to give a chairside hand massage using fine herbal lotions. They may gently work the haiku point, between the thumb and index finger, or knead other reflex areas on the feet and hands (Figure 3). The patient may also have a jaw massage to ease any joint stiffness incurred during the appointment, or a full facial and shoulder massage that focuses on pressure points to stimulate circulation. After the dental appointment, a full chair massage targeting the shoulders, neck, and back is available in the aromatherapy and in-surgery whitening room to relieve all tension (Figure 4).

Unique treatment

In an effort to meet the demands of a clientele that seeks elective, cosmetic dental procedures, I believe dentists should consider unique treatments designed to cater to today's increasingly widespread tastes. These dental spas provide



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the highest quality dentistry in a luxurious and relaxing environment. Patients such as mine at the Dallas Dental Spa are choosing not only traditional dental services, but also elective procedures to beautify and rejuvenate their smile, and their skin, and even their spirit. Cosmetic dentistry is becoming the place where patients can seek and find the fountain of youth.

In pursuit of that more attractive smile and look, a trip to your favorite dental spa wouldn't be complete without enhancing your skin with the increasingly popular facial treatment called microdermabrasion. We have



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Dr Berland, a Fellow of the American Academy of Cosmetic Dentistry, currently maintains a private practice in the Dallas Arts District. He lectures nationally on practice-building cosmetic dentistry strategies and evaluates and is active in developing new materials for several companies and laboratories. He recently created the Lorin Berland Smile Design Guide and The Latest & Greatest in Cosmetic Dentistry – A Full-Mouth Rehab in Two Appointments DVD/DVHS. He is a regular contributing author to dental journals such as Dentistry Today, CERP, and Dental Economics and has been featured nationally in TIME, GQ, Glamour, Cosmo, Mademoiselle, Vogue, US News and World Report, The Wall Street Journal and recently Fox Good Day, NBC's Inside Edition and ABC's 20/20.

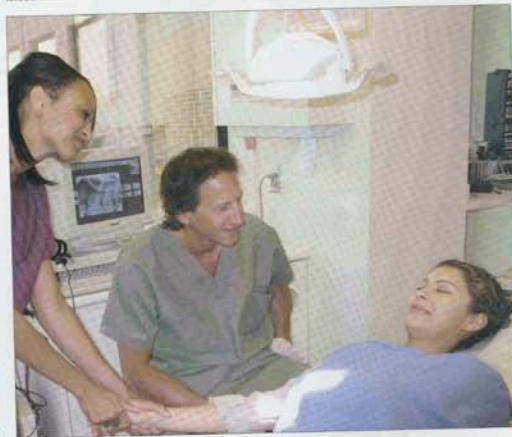
ing or a 'lunchtime peel' to cleanse and revitalise your skin. Now imagine that every dental appointment ends with a warmed toilette for your face and hands and a visit to the onsite massage therapist for a complimentary chair massage to soothe tired muscles. Sounds like a spa that you would enjoy a regular visit to? You can actually experience this first class service at my Dallas Dental Spa located in the arts district of downtown Dallas, Texas. In this cosmetic dental practice, patients are even discovering that beautiful teeth and beautiful skin make a beautiful smile.

The cosmetic dental spa concept is making the dreaded dental appointment a thing of the past. At the Dallas Dental Spa for arts district dentistry, Dr. Mia Williams and I understand that most dentists really do try to eliminate discomfort, not inflict it. We convey this through our belief in spa dentistry—and take the

smile. The inviting reception area is filled with the calming scent of lavender aromatherapy candles and the sounds of soothing music (Figure 1). You are offered a variety of herbal teas or bottled water from the refreshment centre. You may choose to peruse through favourite fashion, gossip or news magazines, leaf through a 'patient-family' photo album, featuring 'before and after' pictures illustrating the transformation of smiles through cosmetic dentistry, or look through our favorite—the 'thank you' book—it always brings me a smile.

All of our treatment rooms are enclosed and private, each with floor-to-ceiling windows and dramatic views (Figure 2). We believe nature has a calming effect. Patients can relax, wrap up in a warm soft blanket, and enjoy music and a chair massage while we work on improving their smile. Our goal is to make every aspect of their visit as soothing and as enjoyable as

Trained massage experts may gently work the haiku point, between the thumb and index finger, or knead other reflex areas on the feet and hands



products offered by the dental spa.

Don't forget clinical care

In the midst of all this pampering and beautifying, let us not forget the focus of the appointment itself—the artistry of cosmetic dentistry. Dental treatments offered at such cosmetic dental practices go beyond the old drill and fill routines. Cosmetic dental spas cater to the pursuit of a more aesthetic, fashionable smile. In addition to an expertise in spa dentistry, my staff at the Dallas Dental Spa are trained in the most innovative techniques in the industry, utilizing some of the best technology on the market. Laser whitening systems have gained widespread popularity, allowing a patient to leave the dental spa after only an hour, with a whiter, brighter smile. In addition to the cleaning in which they floss, gloss and massage your teeth and gums, our hygienists at the Dallas Dental Spa use a baking soda prophyl jet that leaves your teeth stain-free and smooth.

Another essential tool for cosmetic smile design is a good Smile Library for the waiting room table and in each surgery. When choosing a new smile, people must first be offered the best cosmetic result possible. After all, it is their appearance that's at stake. We use computerised cosmetic imaging (www.digitdent.com) to show the patient a preview of how they can look with a new improved smile, before any dental treatment is begun. Using the Lorin Library Smile Style Guide we can do realistic smile transfers in minutes to show the patient full-face portraits with one or more options to create a more attractive

smile before and after. This allows the patient to give personal input deciding what will be done, and can make the difference between merely a satisfactory result and a great result that you will be thrilled with.

Reduce all stress and increase comfort

In order to reduce the stress and increase the comfort and safety of each patient, every detail is attended to at the dental spa. For example, my dental units at the Dallas Dental Spa have self-contained water sources that uses only distilled sterilised water. Computerised digital radiography (Dexis images) is utilised to take safer, better, faster and smarter X-rays of your mouth. Computerised digital radiography can reduce radiation by up to 90% and is eco-friendly. Images can be recalled instantly, magnified and reverse contrasted in color. Because digital radiography can reveal more than regular film, dentists can make more precise diagnoses and provide better care. For longer appointments, sedation may be employed. Many dental procedures no longer require shots or drilling, thereby eliminating the discomfort and noise that used to be associated with dentistry. While creating an individualised, winning smile for their patients, dentists are employing technology such as computer controlled anaesthesia techniques and cavity preparations that use air abrasion or lasers instead of the conventional drill. We are closer than ever to offering virtually painless dentistry. Furthermore, advances in technique and materials now often allow skilled cosmetic dentists to fix less than perfect smile in

one or two appointments, using bonding techniques and porcelain veneers.

Dental spas offer superb treatment using the latest and most advanced technology in a pampering environment. Now, a dental appointment is a great excuse to relax, and return to your workday refreshed and smiling from ear to ear. ■

Dr Berland and Dr David Traub host the Digital Practice Builder – A Digital Imaging and Smile Design Seminar in Dallas every two months. For more information, call 001214 999 0110 or visit www.dallasdentalspa.com

After the dental appointment, a full chair massage targeting the shoulders, neck, and back is available in the aromatherapy and in-surgery whitening room to relieve all tension



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