

**Dr. Joe Willardsen**  
True Dentistry  
Las Vegas, Nevada

#### ASK DR. WILLARSDEN

##### WHAT HAVE YOU DONE TO ADVANCE YOUR SCHOOLING?

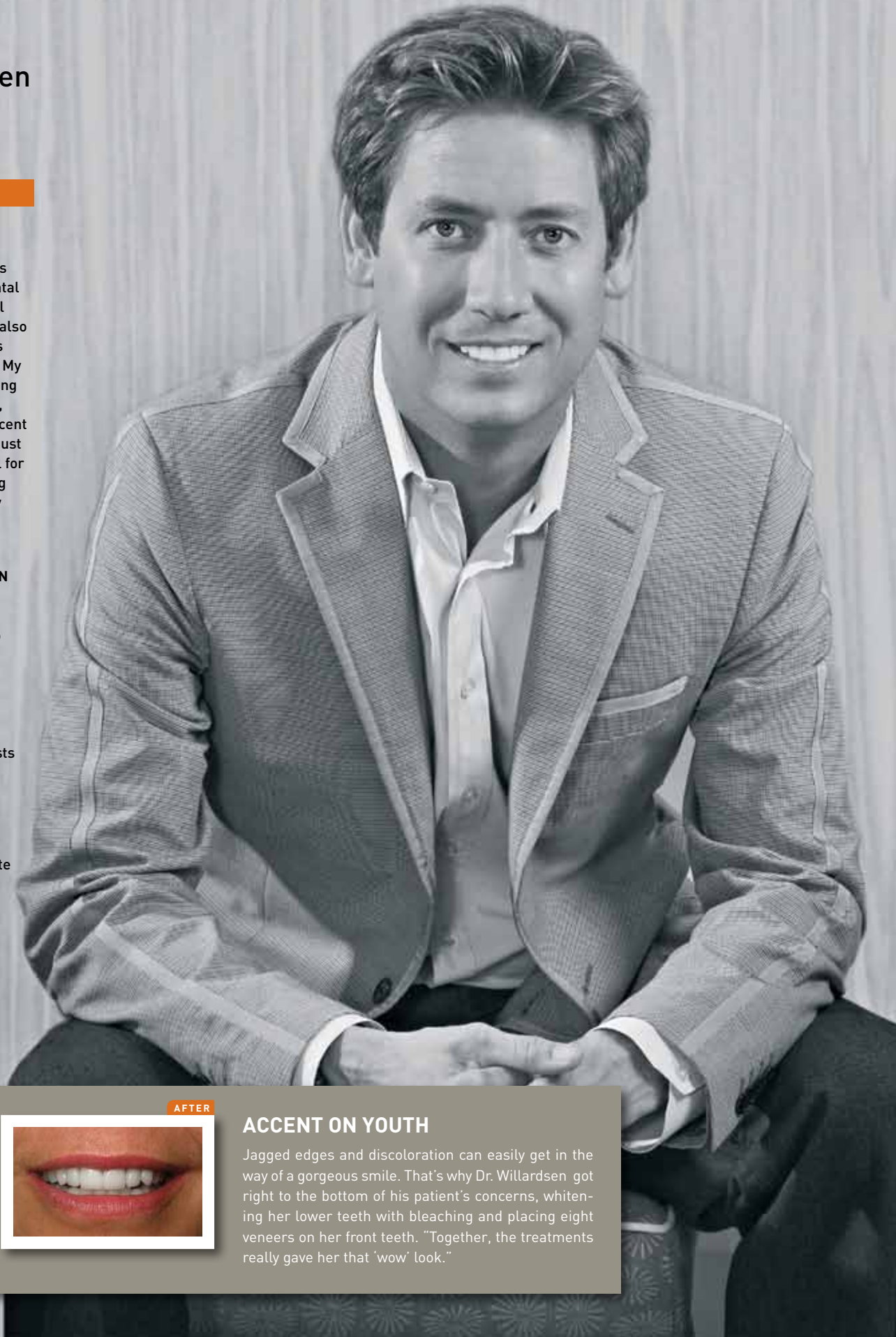
I trained at the well-regarded Las Vegas Institute for Advanced Dental Studies, Arrowhead International and the Dr. Dick Barnes Group. I also studied at Occlusion Connections and am on its board of directors. My training made me aware of exciting techniques in cosmetic dentistry, which I have introduced in the recent debut of my new office. In fact, I just completed building a lecture hall for my practice. Here, I'll be teaching doctors from all over the country about the latest advances in cosmetic dentistry.

##### DOES YOUR OFFICE HAVE ITS OWN ON-SITE DENTAL LAB?

Yes. Because we have our own on-site dental lab, we are able to have more control of our results while creating beautiful smiles. Having our ceramists in house really makes a difference. Our patients really appreciate having the relationship with the ceramists as well as the doctor.

##### WHAT IS UNIQUE ABOUT YOUR PRACTICE IN TERMS OF ITS AMBIENCE?

The atmosphere is commensurate with highly trained and qualified staff. It's part of the luxury experience discerning patients expect—and receive.



#### CASE STUDY

BEFORE



AFTER



#### ACCENT ON YOUTH

Jagged edges and discoloration can easily get in the way of a gorgeous smile. That's why Dr. Willardsen got right to the bottom of his patient's concerns, whitening her lower teeth with bleaching and placing eight veneers on her front teeth. "Together, the treatments really gave her that 'wow' look."



#### BRIGHTEN UP

The True Aesthetics Bleach Pen Whitener brightens even the most yellow of teeth, bleaching away stains and leaving the mouth with a fresh, minty-clean feel. "I wanted to create a product that would allow patients to whiten their teeth outside of the dental office and attain dramatic results," says Dr. Willardsen, the innovator behind the True Aesthetics line.

“patients come to me for show-stopping smiles”

WHAT DO MANY TELEVISION HOSTS, NEWSCASTERS, MODELS, BEAUTY PAGEANT WINNERS AND PROFESSIONAL ATHLETES, AS WELL AS MANY OTHER COSMETICALLY DRIVEN PATIENTS, HAVE IN COMMON? THEY OWE THEIR SMILES TO DR. JOE WILLARSDEN, A WELL-ESTABLISHED COSMETIC, AESTHETIC AND NEUROMUSCULAR DENTIST WHO TAKES SMILE MAKEOVERS TO A NEW LEVEL WITH WHAT HE CALLS A “NONSURGICAL” SMILE LIFT. HE HAS BEEN THE OFFICIAL DENTIST OF THE MISS NEVADA USA PAGEANT FOR THE PAST SIX YEARS.

#### MEET THE EXPERT

### Dr. Joe Willardsen

Cosmetic Dentist

#### SERVICES OFFERED

Biomimetic Smiles  
Veneers  
Cosmetic Dentistry  
Full-Mouth Reconstruction  
Neuromuscular Dentistry

#### ABOUT DR. WILLARSDEN

##### IN WHAT WAYS IS YOUR APPROACH ALL-ENCOMPASSING?

We don't just stop at whitening teeth and replacing veneers; we provide patients with alternatives. In particular, we use Cosmécanique® (a massage-based manipulation of tissue) to firm, smooth and promote improved skin tone, thereby decreasing lines and increasing circulation. Couple that with facial training and certain exercises, and you can improve facial tone and create a smile lift.

##### HOW ARE YOU HELPING SPREAD THE WORD ABOUT THE IMPORTANCE OF ORAL HEALTH?

I am a regular on local television, making frequent appearances where I help viewers select from amongst new dental techniques, including smile makeovers utilizing porcelain veneers.

##### HOW DO YOU GO ABOUT GENERATING MORE GENUINE-LOOKING SMILES?

My commitment to excellence through natural techniques gives me the insight on how to proceed. In my opinion, nothing is worse than a contrived look. My goal is for every patient to leave looking absolutely natural. Teeth are designed to complement facial type, complexion and overall expression. It's highly individualized.

DOCTOR OF DENTAL SURGERY  
Loma Linda University

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Las Vegas, Nevada

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To learn more about the practice visit  
[truedentistry.com](http://truedentistry.com)

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