

# TODAY'S H E A L T H

BEAUTY • HEALTH • FITNESS

OCTOBER 2006

## Leading the New Generation in Cosmetic Dentistry

AN EXCLUSIVE INTERVIEW WITH

Las Vegas' Most Celebrated  
Cosmetic Dentist  
Joseph G. Willardsen, DDS

 true dentistry  
of Las Vegas





*Las Vegas'*

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# TOP DENTISTS

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All over Las Vegas, there are many fine dentists. We searched and invited the best of the best from across the valley to share something about themselves that puts us and our reader up close and personal with Las Vegas' Top Dentists.



Dr. Joseph G. Willardsen graduated from Loma Linda University School of Dentistry. He continued his cosmetic dental training and became a fullmouth graduate at the prestigious Las Vegas Institute. He then furthered his cosmetic and neuromuscular training at Arrowhead International and The Dr. Dick Barnes Group. His comprehensive training in advanced neuromuscular and aesthetic dentistry makes him part of an elite group of dentists—less than 1% of the total dentists in the United States have had this advanced training.

Coming from a long line of dentists in his family, he has developed his own talents in cosmetics and neuromuscular full mouth reconstruction. “Dentistry is as much art as it is science...you must be proficient in both,” claims Dr. Willardsen. Combining beauty, science and nature has allowed Dr. Willardsen to create Las Vegas’ most beautiful smiles. “We are not living in the 80’s anymore and cosmetic dentists should not be creating smiles that look like they are from the 80’s.” Dr. Willardsen’s experience in cosmetics and full mouth reconstruction have enabled him to create a winning team with some of the nation’s most talented technicians and designers.

As a result of Dr. Willardsen’s special training and outstanding results, he has been invited to be the featured dentist on UPN’s “The Wellness Hour,” a television program based on educating the public about current medical and dental procedures. This platform has allowed Dr. Willardsen to educate the public and raise the standards in dentistry today. He has also been very involved with various beauty pageant winners in creating their winning smiles. Because of this, Dr. Joseph Willardsen has been chosen as the official dentist of the Miss Nevada USA pageant.

His knowledge and experience has allowed him to teach other dentists interested in the field of cosmetics. He is a contributing writer to “Aesthetic Dentistry,” a magazine dedicated to teaching the top dentists in the country. Dr. Willardsen is often found in other various magazines for his quality of care and his outstanding results. He was recently on the cover of the nation’s leading dental publication “Dental Economics” regarding his practice and competent staff. He has also been featured in popular magazines such as Cosmopolitan, Harpers’ Bazaar, Town & Country, Marie Claire, Redbook, Vegas, Nevada Woman, Esteem, Las Vegas Life, and several others.

As the founder of **true dentistry**, Dr. Willardsen has created a comfortable environment that reflects his training and talents. The offices of **true dentistry** are some of the most technologically advanced and designed in the country. **true dentistry** is proud to announce their newest office in Las Vegas. The new location is equipped with dentistry’s most up-to-date equipment. K-7 Neuromuscular Jaw tracking, Digital X-rays, Digital photography and imaging, T-Scan Occlusion, and Lasers are just some of the advancements that are incorporated into this modern office. All of these devices are aimed at creating the most proficient and comfortable experience for the patient.

His natural talent and ability to create beautiful smiles have made him highly sought-after with professional athletes, television hosts, newscasters, models, beauty pageant winners, as well as many other cosmetically-driven patients. You can watch Dr. Joseph Willardsen and learn more about **true dentistry**—Sunday evenings on UPN Las Vegas at 10:30PM.



## JOSEPH G. WILLARDSSEN, D.D.S.

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"Your smile is your silent voice. It says everything about you."

Joseph G. Willardsen, D.D.S.

Whether you are looking for a complete smile makeover, expert assistance with a localized problem, or simple oral care repair and maintenance, **true dentistry** is dedicated to providing you with the highest-quality, most comprehensive services available today. But our true bottom line, as our many patients have experienced for themselves, is the dramatic and satisfying results that we can offer you. This is what we are dedicated to delivering—a smile worth smiling about.



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before



after



before



after



before



after



before



after



before



after







## Meet Las Vegas' Most Celebrated Cosmetic Dentist—Joseph G. Willardsen, DDS



Rumor has it that you come from a family of dentists. How would you describe the new generation of dentistry?

*Dr. Joe Willardsen:* My brothers and I saw our father work very, very hard as a general dentist. Back in those days, my dad saw many people each day, jumping from room to room to do single fillings and crowns. I feel fortunate because I am able to focus on the realms of dentistry that I enjoy most. This enables me to spend more time with each of my patients.



How did you come up with your practice name, “true dentistry”?

*Dr. Joe Willardsen:* When I started, I made it my personal goal to offer comprehensive, hard-core dentistry... what I would define as “true” dentistry. This is something that you will find in about only 1% of the offices in the country. It is something that people should come to expect from their dentist; yet, so many don't know that when they first come to me. Now my personal goal is to raise the bar for the dental industry overall—I try to do this through my teaching and the television shows in which I appear. Whether a person comes to me or not, they should know what to expect and demand from their dentist. My philosophy is to take every aspect of each patient's historical experience into account—and continue to do so throughout the course of their treatment with me. Everything we do at true dentistry is evaluated constantly to ensure that we always exceed the expectations of every patient.



What separates a “cosmetic” dentist from a general dentist?

*Dr. Joe Willardsen:* There are a lot of dentists who take a course or two at the Las Vegas Institute (LVI) or other similar programs in the US, and use that as their claim and credibility to calling themselves a cosmetic dentist. In truth, less than 1% of dentists who attend LVI actually complete the cosmetic program, yet go on to purchase the equipment necessary to utilize the brief training they may have received. I completed the LVI program and spent an additional two years studying Neuromuscular Dentistry, which is a focal point in my practice. It is a small niche of dentistry, but is extremely important in smile restoration.



What should people in search of a cosmetic dentist consider?

*Dr. Joe Willardsen:* They should do their homework and really study the “before-and-after” photos provided by the dentist. Also, they should make sure that the pictures are really depicting work that a particular dentist has done—not just photos that the dentist has purchased to showcase. Then it is important to ask these questions: Who am I most comfortable with? Do I like the staff members? Can I expect great service throughout my treatment?



How is your work different from other cosmetic dentists?

*Dr. Joe Willardsen:* I take a very natural, clean and bright approach to my veneer process. The smile should fit the patient's facial type. I do not want to be associated with the big, square and bulky veneers that people commonly refer to as “chiclets.” I enjoy showing the “before-and-after” photos of the patients I have designed smiles for. I am very proud of the smiles people leave with from my office.



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