

Dr. Bill Dorfman

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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 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 New York 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.

Dr. Bill Dorfman has been interviewed extensively for numerous television shows including ABC's **Good Morning America**, **The View**, **Oprah**, CNN's **Larry King Live**, NBC's **The Today Show**, **The Tonight Show** with Jay Leno, **Dr. Phil**, **The Rachael Ray Show**, **Steve Harvey Show**, **FABLife**, **The Doctors**, **Revenge Body with Khloé Kardashian**, **The Tyra Banks Show**, **Ricki Lake Show**, **Home & Family**, **Entertainment Tonight**, MTV's **The Osbournes** & **Newlyweds: Nick & Jessica**, **The Wayne Brady Show**, **The Sharon Osbourne Show**, **Living It Up! With Ali & Jack**, **EXTRA**, **Soap Talk**, **Access Hollywood** & **E! Entertainment Television**. His expertise has been featured nationally & internationally in digital & print magazines in publications such as **Men's Health**, **ELLE**, **Real Simple**, **Allure**, **Reader's Digest**, **Martha Stewart Weddings**, **WWD**, **People Magazine**, **Life & Style Weekly**, **Us Weekly**, **OK!**, **Daily Mail Refinery29**, **Yahoo!**, **MSN**, **HuffPost**, **Bustle**, **Los Angeles Magazine**, **Los Angeles Business Journal**, **Marie Claire Arabia**, **Esquire Malaysia**, **Tatler UK**, **Enigma**, **Good Health UAE** and **Delta Sky Magazine**, among many others.

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.

Dr. Bill has often been referred to as "the Michael Jordan of 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.

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 20 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 \$40 million to more than 115 children's charities, including St. Jude's Children's Research Hospital & the Children's Dental Center.

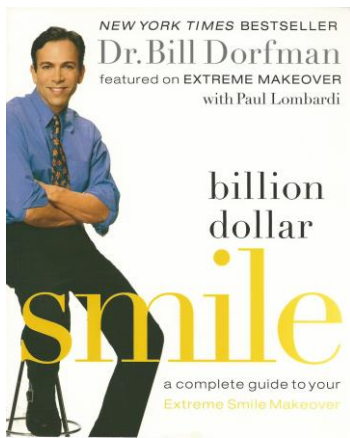
In addition, Dr. Bill is dedicated to aiding the many graduates of Los Angeles' Battered Women's Shelter, a downtown refuge that helps survivors of harrowing physical violence heal & rejoin the world. Since 1997, Dr. Bill has helped restore the smiles of abused wives, rape victims, former prostitutes, 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 non-profit LEAP Foundation at UCLA (www.leapfoundation.com).

LEAP is a summer motivational leadership program for students 15-25 designed 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. Now in its 12th year, LEAP has inspired thousands of young students. It is noteworthy that over 60% of the students attending come from impoverished families and Dr. Bill has not only raised millions of dollars so students could attend but he has personally donated more than \$1.5 million to LEAP scholarships.

His innovation, humanitarian & philanthropic endeavors have earned him 20 Lifetime achievement awards. Dr. Bill was also included in the **Guinness Book of World Records** *twice* - for 'Most Money Raised for a Charity Through Head Shaving by an Individual,' after raising more than \$120,000 for LEAP by shaving his head live on the Emmy Winning daytime talk show, "The Doctors;" and for 'Most Valuable Grill,' after creating Katy Perry's \$1 million grill for her *Dark Horse* music video. More recently, he was inducted into the **Royal Order of Constantine Knighthood**, for his contribution to the advancement of dentistry and his philanthropic endeavors – making him the first dentist to receive the title and honor of Knight.

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. His personal fitness regime includes a strict, healthy diet and outdoor activities that include water & snow skiing, biking, climbing, swimming & scuba diving with fitness features in **GQ UK, Tatler, Health Aging, Image & Style, Exercise for Men Only, WaterSki Magazine, Jewish Journal Health Guide** and **Supermodels Unlimited**, just to name a few. When Dr. Bill Dorfman is away from his busy dental office, he enjoys traveling and spending time with his three daughters. Additional information may be found at Dr. Bill Dorfman's official website: www.billdorfmandds.com.

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New York Times Bestselling Author



Fitness Enthusiast



International Lecturer



Philanthropist



Celebrity Cosmetic Dentist



Two Guinness Book World Records



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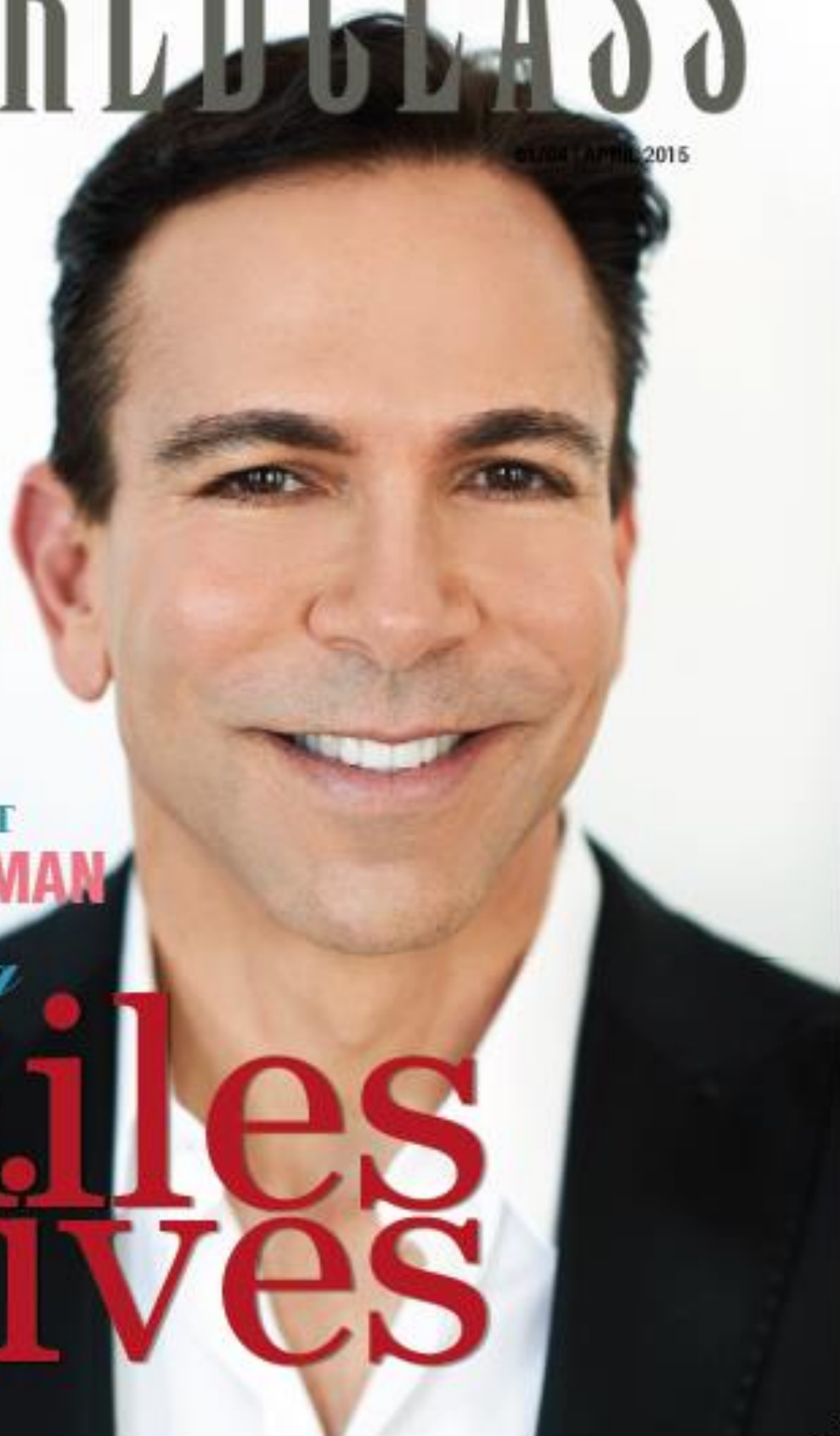
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TIPS: HOW TO
BECOME THE MOST
PRODUCTIVE PERSON
YOU KNOW

SUCCESS BREEDS
SUCCESS

CELEBRITY DENTIST
DR. BILL DORFMAN

Fixing
**Smiles
& Lives**



Fixing Smiles & Lives

INTERVIEWED BY KATRINA STARZHYNKAYA

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 DeVinci 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 tuckered 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

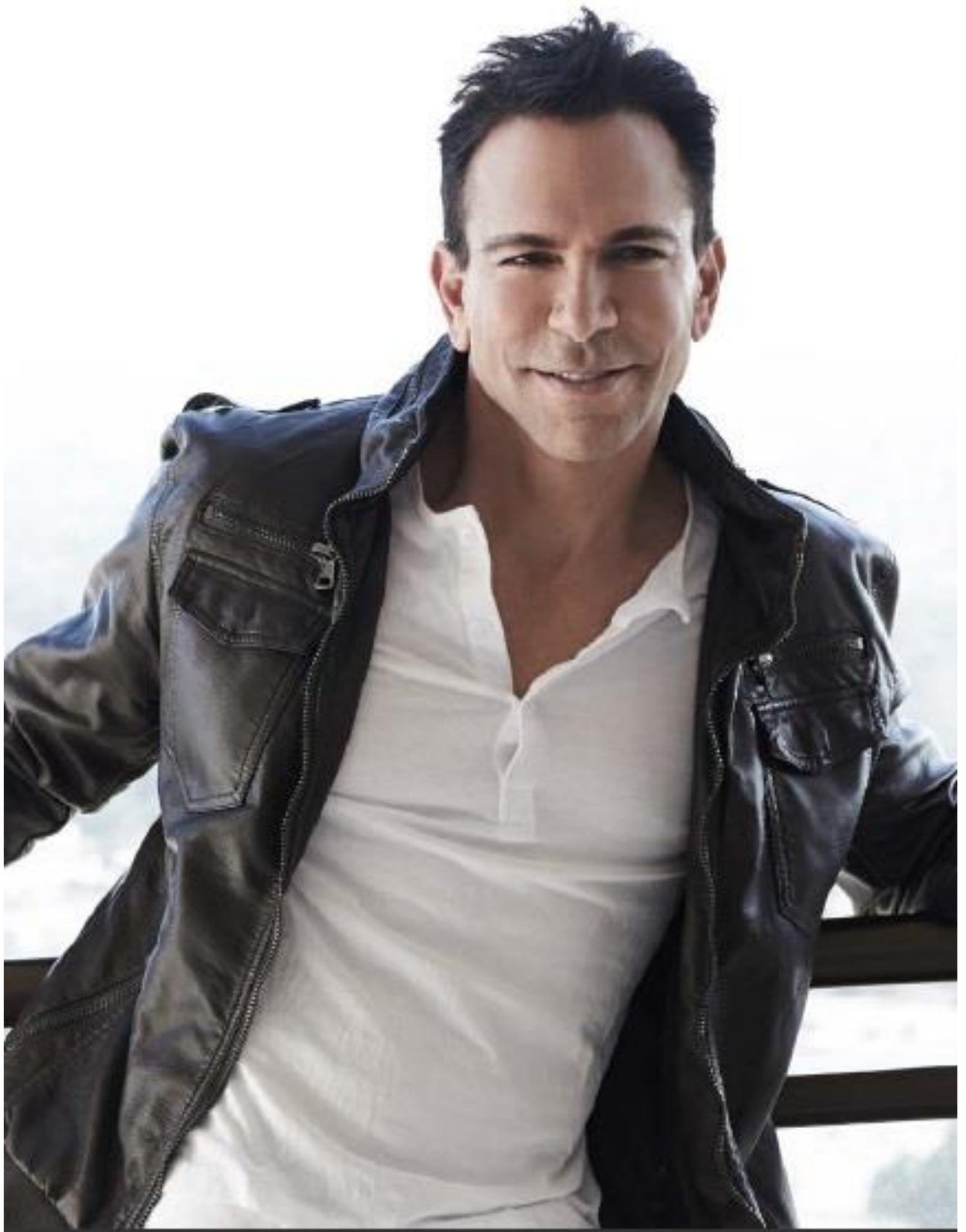
nothing of a similar nature for teeth. The book became a New York Times Best Seller. All proceeds were then donated to the LEAP Foundation. Dr. Bill emphasized that writing and producing the book was, **"a great experience,"** because it helped both patients and kids.

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 Obscus Dental, the largest manufacturer of teeth 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 Illuminate 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's 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.mda-is.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.



How to Work out when you're over 60

By: Dr. Bill Dorfman | May 2, 2020



I will admit it is much easier to get variety when you can go to a gym, but in our world today we need to creatively come up with an at-home fitness plan.

Typically, I alternate daily between two workout routines. The goal is to maintain strength, flexibility, endurance and maximize the core. Especially as we age, one of the most important ways to stay fit and prevent injuries is to focus on using lower weights and doing more repetitions. Heavy weights tend to damage our joints, ligaments and muscles.

Staying active as one gets older is a great way to promote a healthier, longer life and – if done properly – prevent injuries. However, before beginning a workout plan, it is important to consult a medical professional with a knowledge of your personal medical history. Most experts recommend at least 30-45 minutes of moderate physical activity be performed daily.

At the beginning of each session, it is imperative to warm-up with at least five to ten minutes of stretching. Typically, I like to do basic toe touching, seated pike bending, groin and calf stretches and wrist and shoulder stretches. If you are not sure how to do these, either go online or, when safe, take a class or hire a trainer.

If you are trying to build your physique or just stay more active, here are some tips and exercises. For simplicity, I have labeled my workouts plan A and plan B. As stated earlier, I alternate between the two daily.



Workout A: abs and aerobic exercise

Start by doing some of the stretches I suggested above for five to ten minutes.

Then, for the ab exercises, I normally do sets of 50-100 of the following exercises without any rests. However, if that is too much to start with, lower the reps to 20 and take short breaks between exercises. Using a Bosu ball, you can do crunches (lay on your back and touch opposite foot to hand) in sets of 50 or oblique twists – sometimes called “penguins” – again in sets of 50.

Alternatively, using an AB roller (wheel with a handle), start upright from your knees and extend forward till you are flat on the floor on your stomach, then pull back to an upright position, still on your knees.

You can also try sit-ups: start at sets of at least 20 and try to work up to sets of 100. If it helps, lock your toes under your bed frame. Also worth trying are bicycle crunches. Laying on your

back, raise your bent knees to 90 degrees with your feet extended. Then touch your elbow to the opposite knee. Try doing sets of 50.

Also great are leg lifts. Lying on your back, you can hold on to your bed frame or a couch for stability and do leg lifts from the floor to the bed or couch and then back to touch the ground. Try doing sets of 50.

After you go through these exercises, repeat until you hit 30 minutes. After your half-hour abs workout, move to doing 15-20 minutes of aerobic exercise. This could be jogging, walking, swimming, indoor or outdoor biking or a rowing machine.

Workout B: bodyweight and dumbbells

Complete two sets of eight to ten repetitions for each of the following exercises:

1. Pull-ups: Using a bar, alternate between overhand and underhand hanging pull-ups. Two sets of eight to ten reps each. If possible, repeat until you tire.
2. Dumbbell rows: Two sets of eight to ten reps with as much weight as you can comfortably use to complete both sets. Start with the right knee and hand on a bench (bedside bench or a sturdy coffee table with a pillow or towel for comfort) and the left foot on the ground. Grab the weight with the left hand and lift the weight from the floor until it touches your chest. After eight to ten reps, rest 30 seconds before switching sides.
3. Dumbbell hammer lifts: Two sets of eight to ten reps with as much weight as you can comfortably use to complete both sets. Starting with both dumbbells at your side, alternate lifting from the start position and bend your elbows until the weight approaches your shoulder, without twisting the position.
4. Dumbbell curls: Two sets of eight to ten reps with as much weight as you can comfortably use to complete both sets. Starting with weights at your side, either lift both weights at the same time or alternate, but lift with your wrists facing straight up.
5. Push-ups (hands under shoulders, feet together): Two to three sets of 20 reps each. Increase your reps as you gain strength.

6. Diamond push-ups (hands right under chest, legs two to three feet apart): Two to three sets of 20 reps each. Increase reps as you gain strength.

7. Ten minutes of ab exercises as listed above.

Doing a combination of both plan A and B throughout the week will give you a comprehensive full-body programme.

<https://www.gq-magazine.co.uk/lifestyle/article/workout-for-men-over-60>



The ten changes every man should make after the age of 60

The healthy eating advice all men aged over 60 should hear. Trust us

By Dr. Bill Dorfman | June 2, 2019



1. What is the best way for men over 60 to exercise?

First, it depends on how active you are and how active you want to be. If you are just starting out, you may want to get a medical consult first. The American College Of Sports Medicine recommends 30 minutes of moderate physical activity “most” days of the week. With school, work and kids, I could only manage to exercise for about one hour three to four days a week for most of my adult life. However, in 2010 I cut my work hours back to only 20 hours a week of dentistry to make time for charity work and entrepreneurial endeavors. As a result, I am now able to exercise daily for 60 minutes and have been doing this for the last ten years. I can honestly say I am in better shape today than I was in my twenties because I have the time, knowledge and diet to maximise my results.

My personal mantra is: “You can rest when you're dead.”



At 60 years old the main focus needs to be [strength training](#) to prevent bone and muscle loss. In addition, it is paramount to incorporate flexibility and cardiovascular activity into the mix. If you can shoot for two to three days at the gym and three to four days of cardiovascular workouts such as aerobics, swimming, walking, jogging, biking or rowing you will be set. For cardio and gym days I always start with five to ten minutes of stretching. This helps to avoid injury and strains.

I have noted that generally it is not convenient for most of us to work out with a trainer at every gym session, however, I am a big supporter of working with a trainer to make a comprehensive routine and then follow up with them every two to three months to revise the plan as your goals are reached. Make sure you incorporate the following major muscle groups: abdomen, arms, back, chest, legs and shoulders.

2. What exercise do you think we should avoid?

As we age our joints cannot tolerate the stress of excessive weight. Therefore, the healthiest way to exercise in order to [avoid injury](#) is to use lower weights with more repetitions. For each exercise I suggest doing two sets of eight to ten repetitions with a comfortable amount of weight. This will produce a leaner more “ripped” aesthetic result as well. Also, machines are preferred over free weights. The assisted movement of the machine compensates by stabilizing the weight and helps to prevent injury.

3. When is the best time to work out?

When you can! For years I went before work. Now, I go at the end of my work day. I find that my muscles are not as stiff later in the day and I get a better work out.

4. What foods should we eat more of as we get older?

In general, we should always try to eat more of the “[superfoods](#)” at every stage of life. These include: wild salmon, blueberries, broccoli, tomatoes, soy, flaxseed, oats, strawberries, cantaloupe, garlic, beans, green tea. Personally, I love to start each day with a fruit, protein, flaxseed and oats smoothie. I have been doing this for 30 years!

5. Which foods should we avoid?

I don't eat junk food, highly processed food, fried or fatty foods. I also [avoid all alcohol](#). It is a personal choice, not because I ever had a problem. Also, a recent study published in the *Lancet* rejects the notion that any drinking can be healthy.

6. Any other diet advice you can share?

Eat smart and remember that what you eat today will make you what you are tomorrow. Try to focus on three healthy meals a day and little-to-moderate snacking between meals.

7. What do you say to people who say they are too busy to exercise?

If you want to live a long and healthy life, you need to not only make [exercise](#) a priority, but *part* of your life. I was once asked how I got in such great shape. My reply was: “I did not get in great shape... I was an athlete as a kid and have always kept exercising my whole life.”

<https://www.gq-magazine.co.uk/article/best-diet-for-over-60-men>

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Staying in Shape for Life

By Dr. Bill Dorfman | November 2018



After dedicating 55 years of my life to exercising regularly and eating properly, most people say I look 20 years younger than my actual age. I turned 60 this past September and am in better shape now than I was when I was in my 20s!

It's no secret that the current craze is fitness. Everyone wants to be fit with solid abs and biceps. This is easier at 20 and 30. But it becomes more of a rarity at 40 and even more so at 50. At 60, it's almost unheard of!

Even though I was always active in sports as a kid, I decided to work out more regularly while in dental school. This may seem ironic since the most common excuse for not exercising is "I don't have the time." But dentistry is psychically demanding. So, unless I exercised daily, my back, neck, and shoulders were constantly in pain. The more I worked out, the better I felt. So, I just kept it up for the better part of the last five decades.



As I got older and my schedule grew more and more hectic, it became increasingly difficult to find time to exercise. Here's a snapshot of my life:

- I got married and had three kids.
 - I was working 60-hour weeks and transforming the smiles of many of Hollywood's brightest stars.
 - I wrote what would become a New York Times best-seller, titled *Billion Dollar Smile: A Complete Guide to Your Extreme Smile Makeover*.
 - I founded Discus Dental, the makers of the world's leading tooth-whitening products NiteWhite, BriteSmile, and Zoom.
- I founded my nonprofit LEAP Foundation to help high school and college students succeed in life.
 - I appeared on ABC's *Extreme Makeover* and CBS' *The Doctors*, the latter of which I still appear on today.
 - I helped raise \$42 million for children's charities.
 - I earned 18 lifetime achievement awards.

Instead of making excuses, I make going to the gym a daily priority—whether I'm traveling or not. For the past 40 years, I've averaged a 60- to 70-hour work week, as many Americans do, and still made time to exercise daily.

When my kids were growing up, I got up at 5:30 a.m. and exercised before work so I could be home with them every night. Now that they're older, it's a bit easier to make time. So, I often go after work. No matter where I am or what I'm doing, my gym time is one thing that never gets bumped from my schedule.

I usually alternate my workouts between lifting weights one day and cardio and abs the next day. Even though a lot of people have a rest day, I tend to work out every day for at least an hour because it helps me feel more alert and productive at work. In addition to feeling physically fit, I also lead a physically "pain-free" life.

Choosing a lifetime of fitness has prolonged my career and has enabled me to live adventurously. I swim, run, hike, scuba dive with sharks, and water and snow ski on a regular

basis. I don't need a personal trainer every day. But every four to six months, I use one to mix up my routine so I don't get bored.

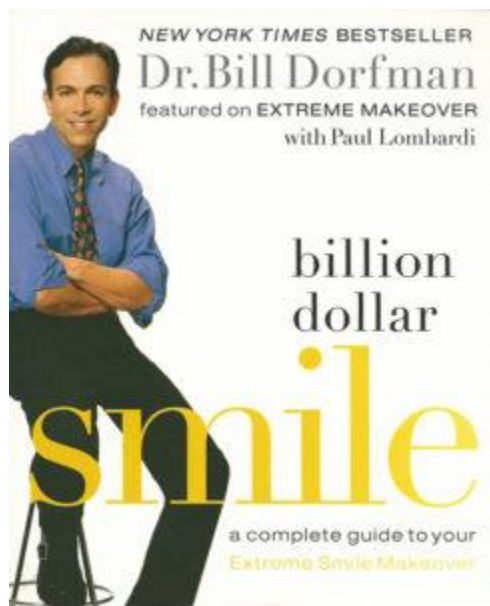
When beginning a fitness journey, there are three key things to consider:

1. Diet.

2. Exercise.

3. Genetics.

We control two of these three components. But you should hold yourself accountable and take responsibility for all three of these factors. For diet and exercise, it may be obvious what you should do. And for genetics, there are a plethora of tests that can help you in overcoming obstacles. Master these three key things and you'll be well on your way to a successful, and fit, lifestyle.



I consider myself fortunate to have everything that I have. But I also acknowledge that none of it would have come without the diligence and dedication that I've exercised over the last 55 years.

To my peers who are looking to maintain a healthy lifestyle while aging, I say make diet and exercise a priority, eat well, and do something active daily. Get annual checkups from your doctor and, when it makes sense, do genetic testing to prepare yourself for a long and healthy life!

It's not just about getting fit. It's also about staying fit. It's not easy, but it is necessary. And it does pay off!

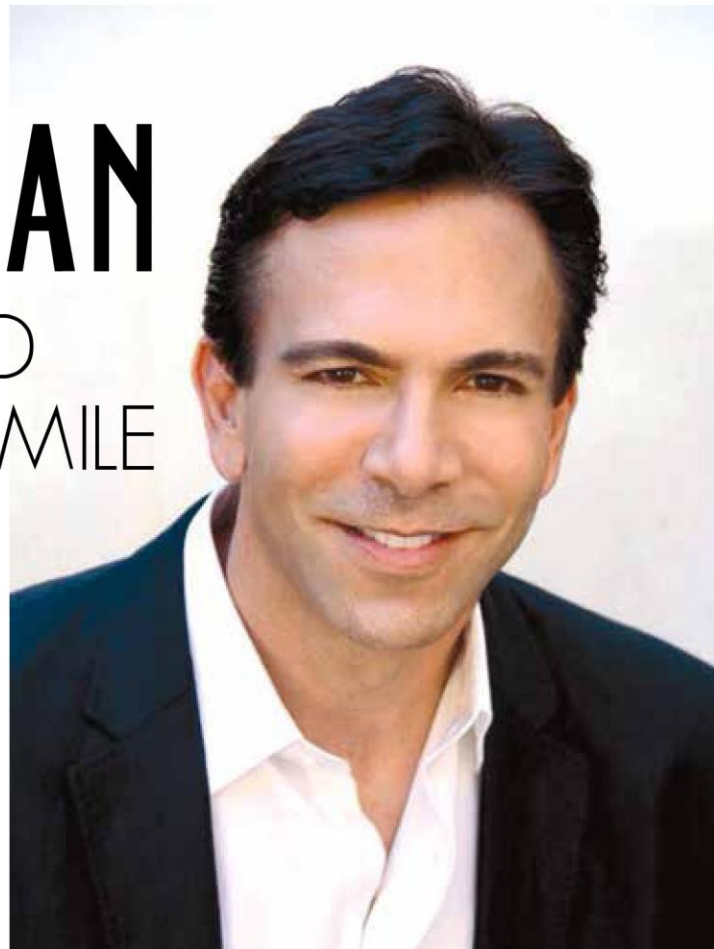
Dr. Bill is a celebrity dentist from the ABC hit show Extreme Makeover and the CBS Emmy-winning daytime talk show The Doctors. He's been featured nationally and internationally on numerous talk shows and national magazines. See more on his [Instagram page](#).

<https://healthyaging.net/magazine/fall-2018/staying-in-shape-for-life/>

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...

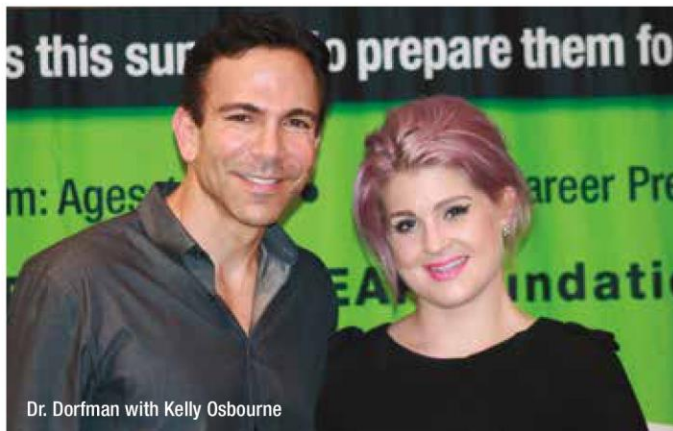
How did you become the quintessential Hollywood dentist? What is it that differentiates you from other dentists?

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 Hol-

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.



Dr. Dorfman with Kelly Osbourne

lywood'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 hairstylists who also recommend me to their clients. I think what sets me apart from the

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 Osborne 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.



and college kids. If someone can't afford to take it we offer a lot of scholarships for A students, and about 60 percent of the people who apply for it get it.

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 contingency 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 about scooting 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 try-

"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"

Can you tell us a bit about the most cutting edge procedures you're doing now?

There's always something new that you need to learn. That's why I take a lot of classes all the time, learning about new techniques, new materials, and new procedures. I have had the biggest impact in the tooth whitening field. We started a company called Discus Dental 20 years ago, I owned it until 2010 until I sold it to Phillips. And essentially I retired at that time, but I still practice because I love it.

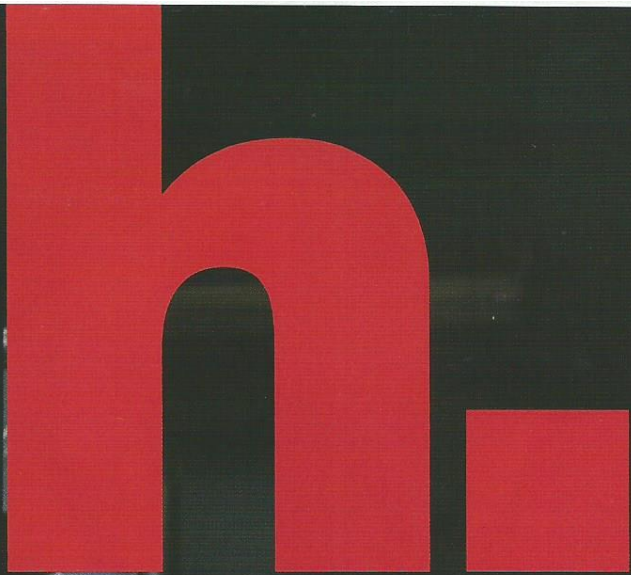
I spend a lot of time doing the film prosthetics that I do, and I run a huge summer program and I would love to see more people from the Middle East attending it. It's a one week program at UCLA, it's called LEAP. It's a motivational leadership program for high school



What we do with a lot of patients that come from the Middle East is that we get all the records and everything before they come to LA. We ask them to send us emails with their x-rays and photographs so we can

ing 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. ■



A JEWISH JOURNAL HEALTH GUIDE
WINTER 2016



TO YOUR

HEALTH!

**GREAT ABS
... AT 50!**

**IN TUNE WITH
PATIENTS**

HIP-HOP YOGA

Fit over 50

**FOR THIS CELEBRITY DENTIST,
AGE IS JUST A NUMBER WHEN IT COMES
TO HEALTH AND FITNESS**

by **CLAUDIA BOYD-BARRETT**

Some people, as they age, long to recapture the youth, health and muscle tone of their 20-year-old bodies.

But not cosmetic dentist and TV star Dr. Bill Dorfman. At 57, Dorfman will tell you that he is in the best shape of his life.

"I have better abs now than I had when I was in my 20s," said Dorfman, the featured dentist on the ABC hit series "Extreme Makeover" and a regular on the daytime talk show "The Doctors."


"We have a joke when I go to my doctor. He says: 'What do you think your body fat is?' And I'm like, 'Zero,' and we laugh. My body fat is like 6 percent ... I'm more fit, I'm harder, I'm more defined than I was in my 20s."

What's the secret? Dorfman, who is active in the world of fitness and beauty, said his recipe for a healthy body at any age is surprisingly simple. He exercises daily, avoids processed foods and gorging on desserts, and checks in with his doctor regularly.

In fact, the Los Angeles native's overriding health and fitness strategy could be summed up in one word: consistency. While some people switch between fad diets or let exercise slide when times get busy, Dorfman said he has stuck diligently to the same health and fitness regimen for most of his adult life.

An athlete since high school, he said he became serious about staying





“Don’t go crazy. Do something that you can replicate every day or every other day to start off with, whether it’s walking or doing the treadmill or biking or spin class. Something that you can actually maintain.”

— Dr. Bill Dorfman, celebrity dentist

in shape while studying to be a dentist because he realized that unless he worked out, his back, neck and arms would cramp from constantly bending over.

“I really became religious about working out,” said Dorfman, a father of three who grew up attending the Conservative Temple Ramat Zion but considers himself Reform. “It’s just been a lifelong maintenance program. It wasn’t like I woke up one day and said, ‘Oh man, I’ve got to get in shape.’”

No matter where he is or what he has on his schedule, Dorfman said, he makes time to exercise every day for one hour. He alternates between two routines: One day he’ll do strength-training using weights, concentrating mostly on his upper body but also doing a few leg exercises. Dorfman said he meets with a fitness trainer every few months to adjust the exercises, giving him an opportunity to work different muscles and to avoid getting bored. On the alternate day, Dorfman said he swims for about 30 minutes and spends another 30 minutes doing an abdominal workout.

Should you do the same program? Not necessarily, according to Dorfman, of Century City Aesthetic Dentistry, who counts Eva Longoria, Katy Perry and Jessica Simpson among his clients. Swimming, for example, can be a tough sport to take up if you didn’t swim earlier in life, he said. The most important approach is to choose an activity or routine that you can realistically do every day or every other day, he said.

“Don’t go crazy. Do something that you can replicate every day or every other day to start off with, whether it’s walking or doing the treadmill or biking or spin class. Something that you can actually maintain,” he stressed. “You really need to do something that’s sustainable, and for everybody it’s a different level.”

Much like his fitness regimen, Dorfman likes to keep things simple when it comes to diet. He said he’s been eating exactly the same way for the past 30 years.

His basic rules: Eat lots of fruits, vegetables and whole foods. Stay away from processed food, junk food, fried food, heavy creams and deserts.

“Not that I’ll never have a cookie. I’ll have a cookie once in a while, but I don’t have the whole box, I’ll just have one or two,” Dorfman said. “And it’s not like I’ll never have a piece of pie, but I won’t eat the whole

Photo by Jenn Hoffman

See **FIT OVER 50** on page 28

Fit Over 50

Continued from page 11

pie.”

He doesn't eat pizza, he doesn't eat French fries and he doesn't drink alcohol.

“My motto is: I'd rather have a six-pack than a keg,” he said. “I personally don't like drinking. ... If you ask me, I'd say you don't need it. Alcohol is poison after all. If you look at men's physiques as they age, men who drink a lot of beer don't have the greatest abs.”

Dorfman's meal plan is the same every day. For breakfast, he has a big protein shake with whey

usually red, green and yellow bell peppers with some hummus.

“There's two kinds of people in this world when it comes to food — those who live to eat and those who eat to live. I'm definitely an eat-to-live guy,” he said. “I like food, but I'm surely not a foodie. I'm the boringest eater ever.”

Dorfman supplements his diet with a vitamin regimen devised by his doctor, and also takes red yeast extract, which is purported to reduce cholesterol. He recommends people also incorporate oat bran and flax seed into their diets as they age. For vitamins, he suggests talking to your doctor to figure out what's best for you.



For Bill Dorfman, the secret to being fit is consistency.
Photo by Monster Headphones


protein, fruit juice, a little water, flax seed, oat bran and mixed berries. He said he drinks three big glasses of the shake. For lunch, the dentist eats a turkey sandwich and two pieces of fruit.

Dinner is more flexible, but usually consists of some kind of protein (meat or fish) and salad or vegetables. Occasionally he'll have a little sorbet for dessert. He doesn't shy away from the breadbasket, either, he said, though he doesn't add butter.

Although Dorfman said he typically doesn't snack during the day, if he's working at night and feeling hungry he'll have something light,

Even though he feels physically fit and healthy, Dorfman said he never misses his annual medical checkup. He suggests others do the same, particularly as they age.

“We get so wrapped up in our lives we forget to do it, but it's critical,” he said. “If you have a condition, like, in the worst-case scenario, cancer, early detection is critical for success. If they find cancer early, almost any kind of cancer you have they'll be able to cure.”

“As far as fitness and health, one of the most important things you can do is to get a physical every year.” 

ELLE

Considering Botox to Help With TMJ? Read This First

Kirbie Johnson | August 28, 2019



I like to grind. Work-wise, dance-wise—let’s grind it out. But there’s an area I don’t appreciate grinding, and that’s my mouth. I remember when I first realized I was mercilessly grinding my teeth at night: I was on a shoot, getting ready to interview celebrity cosmetic dentist **Bill Dorfman** about teeth whitening. Before filming, he inspected my teeth to make sure everything was good to go.

“Your teeth are beautiful, but do you experience jaw pain?”

Thinking about it, yes, I did. My face and head felt sore all the time. I had more headaches in a month than I recalled having...ever (not related to politics at that point. Those were the days.) How did he know that? Turns out, my masseter muscle—more on this later—and teeth were a dead giveaway, specifically, my top incisors (the middle two teeth) and my cuspids (the canine teeth) of both my upper and lower jaw.

My cuspids had been sanded down from pointy to flat and straight-edged, and my front two teeth were uneven in length. These were the visual red flags that I had been getting my grind on. The masseter muscle is the muscle that helps you chew—it’s connected to your lower jaw and cheekbone. Because of my grinding, it’s like that muscle had been pumping iron: the constant chewing motion caused the muscle to become enlarged, altering the shape of my face. Dr. Dorfman cosmetically sanded my front two teeth so they were the same length and suggested I get a mouthguard to prevent future damage, but also suggested I look into the cause of this: TMJ.

<https://www.elle.com/beauty/a28772437/botox-for-tmj-review/>

REAL SIMPLE

7 Daily Habits That Seem Healthy—but Are They Really?

Karen Asp | August 26, 2019



When it comes to getting healthier from the inside out, there’s no end to the number of healthy habits you can adopt. But just start thinking about them all and your head will start to spin. The truth is, not all of these habits are as healthy as they’re cracked up to be. But how do you know?

We turned to the experts to get the scoop behind seven habits that sound healthy—but the truth behind them may be more complicated. Read on to see which ones get the green light, and which healthy habits you can reconsider.

2. Flossing daily

The verdict: Do it.

What the expert says: “Brushing cleans only three of the five exposed tooth surfaces, so to clean the other two, you must floss,” says **Bill Dorfman**, DDS, a Los Angeles-based cosmetic dentist from the ABC’s *Extreme Makeover* and author of *Billion Dollar Smile*. If not, you’ll get cavities between those teeth; left untreated, they can lead to numerous issues. Worse? “Residual plaque that’s left can lead to chronic mouth infections, which have been linked to heart disease,” Dr. Dorfman says. Aim to floss at least [once a day](#) before you brush, using an up and down motion, and be sure you know [how to floss](#) correctly.

<https://www.realsimple.com/health/preventative-health/healthy-habits-myths>

Health

Is it Safe to Go to the Dentist During COVID-19? Here's What Experts Say

By: Leah Groth | May 14, 2020



The first question: Is your state allowing elective dental procedures? The second: How comfortable are you with going to the dentist right now?

Like so many other industries across the US (and really, the world), the dental industry has been dramatically impacted by the COVID-19 pandemic. According to the American Dental Association (ADA), 90% of all dental offices opted to close except for urgent or emergency procedures, per guidelines directly from the Centers for Disease Control and Prevention. The main reason for this, of course, is due to the nature of how novel coronavirus is spread—mainly via respiratory droplets—and how likely it is for the virus to spread in the dental setting. And while personal protective equipment (PPE) can be an effective barrier, due to the shortage, there isn't enough gear available to go around—even for emergency healthcare workers. (Dentists in France have even taken to protesting these PPE shortages by getting naked.) But now, as social distancing guidelines are starting to relax across the country, many states—39 as of May 13, per the ADA's interactive map—are allowing dental offices to reopen for elective procedures, such as teeth cleaning. But should you make an appointment ASAP, or is it better to wait it out a little bit longer? And if you do need an emergency dental procedure, what types of safety precautions are dental offices taking to ensure not only your health, but the health of their employees? Here's everything you know about going to the dentist right now, during a pandemic.

How safe is it to go to the dentist right now, in general?

So let's say your state is allowing dental offices to be open for elective procedures. There are a few things you, as a patient, should know about your risk of contracting COVID-19 in a dental setting—specifically regarding how exposed you are as a dental patient.

Because COVID-19 spreads primarily through respiratory droplets that often make their way into your mouth, nose, or even eyes, you may be putting yourself in danger while sitting in the dentist chair (remember: dental hygienists and dentists are all up in your mouth during cleanings and procedures—and you wearing a mask is basically impossible). Viral transmission can happen if someone isn't showing symptoms yet, so even if a dental office is making staff who are showing symptoms stay home, that won't be helpful if a staffer is asymptomatic. That said, "as long as the dentist and assistants wear masks and get tested," a dental procedure can be perfectly safe, Joseph Vinentz, MD, a Yale Medicine infectious disease doctor and professor at Yale School of Medicine, tells *Health*.

What many fail to consider in these situations is the health and safety of the dentists and dental hygienists, who are actually much more at risk for contracting COVID-19 than patients, **Bill Dorfman, DDS, a Los Angeles-based celebrity cosmetic dentist**, tells *Health*. It comes down to proper PPE again—while dental staff wear face masks and protective eyewear, patients cannot. (Overall, face coverings have more protective benefits in keeping germs away from healthy individuals when an infected person is wearing a mask, not necessarily vice-versa.) Also, as you probably know, those dental procedures are often pretty messy—teeth cleaning, water flossing, and other similar procedures that use high-speed dental instruments can potentially spray viral particles in greater amounts and longer distances throughout a dental office and onto the dentists themselves, only adding to the possibility of infection. Ultimately, "the chances of a patient being infected by a dentist is much, much lower than a patient infecting a dentist," says Dr. Dorfman. "The biggest exposure is going into somebody's mouth. It's the dentist and dental office that is at a bigger risk."

What are dental offices doing to protect patients and staff from COVID-19?

Even before the pandemic, dental offices were required to maintain pretty strict hygiene practices. Charles Sutera, DMD, FAGD, cosmetic dentist and founder of Aesthetic Smile Reconstruction, tells *Health*. He explains that all dental practices already follow OSHA standards for cleaning and sanitizing everything with EPA-approved disinfectants specially designed for use in a healthcare setting to kill viruses, bacteria, and other pathogens. Additionally, it has long been standard protocol for an entire dental care team to wear protective gear, including gloves, surgical masks, and goggles for eye protection to minimize the risk of transmitting germs from one patient to another. "These standards are in practice every day, regardless of whether there's a known outbreak of an infectious disease," he says. Now, due to COVID-19, there are additional safety precautions in place, many of them recommended by the Centers for Disease Control and Prevention and the American Dental Association. "When open during the COVID-19 pandemic, we enforce social distancing between all individuals in the office—patients and staff—when not wearing personal protective equipment, and routinely disinfect common surfaces in lobbies or waiting rooms, including doorknobs, countertops, and pens," says Dr. Sutera.

When more people eventually start coming in for dental procedures, Dr. Sutera says that many offices—including his own—will start staggering appointments with more time allotted for each patient in order to reduce the number of people in the office at any given time. "Chairs will be

placed six feet apart in the waiting room," he says, and "depending on the facility design, you may be asked to wait in your car, or you may be taken immediately back to a private room upon arrival." And if you want reading material, you may have to bring your own. "The usual magazines, toys, etc in waiting rooms will be removed," says Dr. Sutera. "In their place you will find tissues, hand sanitizer, and extra trashcans."

Staff will also take many extra precautions, including having illness screenings and daily temperature checks, and being required to change from their street clothes and shoes to scrubs (or vice-versa) before entering or exiting the practice. Dentists, hygienists, and assistants will also wear "more robust [PPE] equipment for higher-risk procedures that create more aerosols," says Dr. Sutera. "Personally, I am wearing a hairnet, double mask, shield over the mask, and long sleeve shirts and pants, which I'm changing in between every patient, as well as shoe covers," he adds.

And screening won't be limited to staff. Due to the fact that dental workers are more at risk of infection than patients, it is important to make sure that anyone getting treatment is infection-free. Dr. Dorfman explains that patients should expect to fill out a questionnaire the day before they come in and also when they arrive at the office. Dr. Sutera says to expect questions covering possible symptoms, recent travel, and any caregiver responsibilities for those who are ill. Expect to have your temperature taken and possibly a pulse oximeter reading done as well, says Dr. Sutera.

Finally, the dental procedure itself may look a little different: "We are also using what's called an extra oral," says Dr. Dorfman, who explains it's a machine used outside of the mouth. "It is a high powered suction unit that picks up all the aerosol in the air from when we use a drill," he adds. You might also be asked to swish with 1% hydrogen peroxide prior to treatment, "to reduce any pathogens in the saliva," adds Dr. Sutera.

So, when should you schedule your next dental appointment?

First and foremost, if you're experiencing any type of dental emergency—swelling, uncontrolled bleeding, pain, trauma from an accident, or if you have a dental concern related to an underlying condition (chemotherapy, uncontrolled diabetes, etc.)—it's important to see your dentist as soon as possible since, again, many offices are still open for emergency procedures and visits.

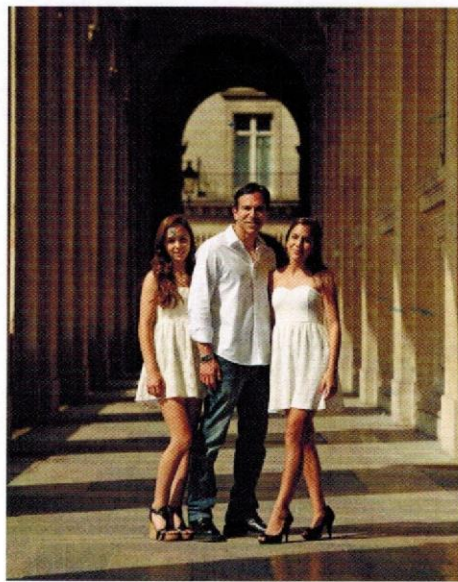
If you're in need of a cleaning, but your state's dental offices are still closed to any non-essential procedures, you'll have to wait until they open back up. But if your state has started to allow elective procedures, you have to think about your own comfort level in going to the dentist. You can also feel free to call up your local dental practice and ask what they'd recommend, depending on the level of the COVID-19 outbreak in your area.

<https://www.health.com/condition/infectious-diseases/coronavirus/is-it-safe-to-go-to-the-dentist-during-covid-19>

PARIS LUXE



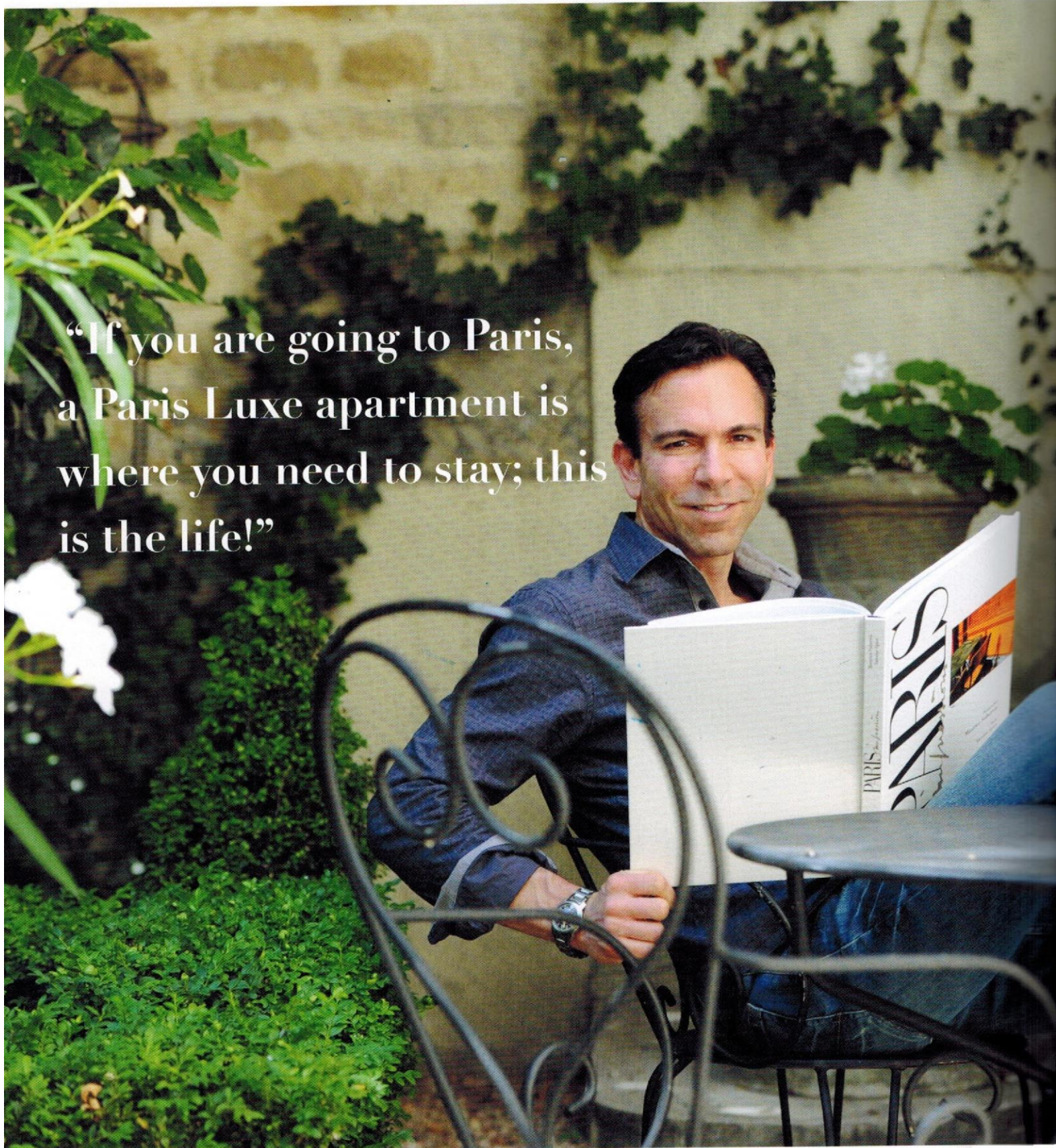
“America’s Dentist” in the City of Light



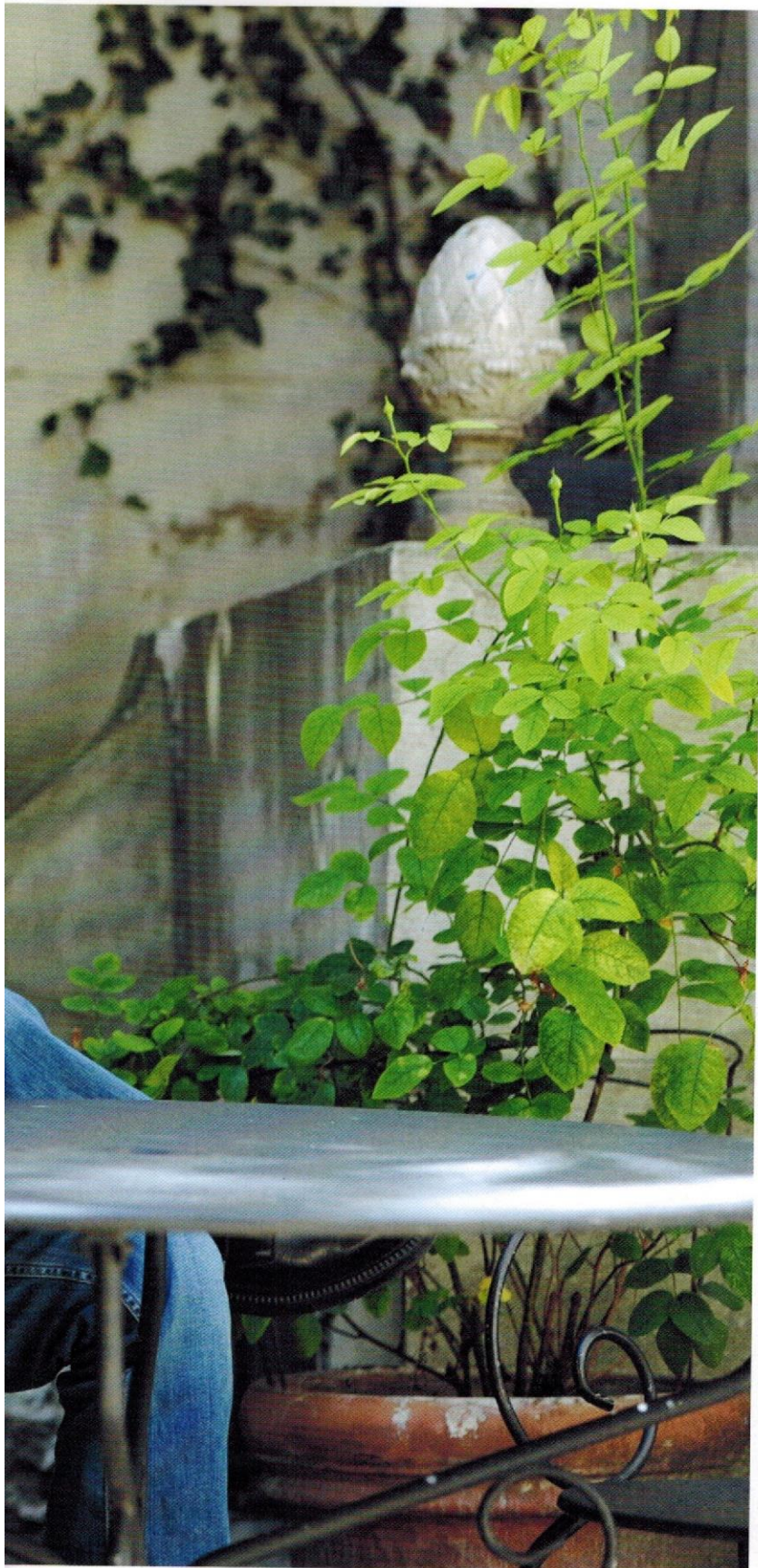
Recognized for captivating millions on the ABC hit show “Extreme Makeover” and serving as a recurring guest expert co-host on the Emmy Award-winning daytime talk show “The Doctors,” Dr. Bill Dorfman (Dr. Bill) is the best-selling author of “Billion Dollar Smile” and is affectionately celebrated with 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!”



PARIS LUXE



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, →

“America’s Dentist” in the City of Light

two-bathroom luxury apartment steps from the Champs-Élysées, 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**

“It’s really important to make great vacations for your kids, and I knew going to Paris would be a great one!”



IMAGE & STYLE

ISSUE 10

MAGAZINE

**TITUS
MAKIN JR.**
GLEE & BEYOND

REAR VIEW
MIRROR

**VERNON
DAVIS**
FDN FOR THE ARTS

**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**

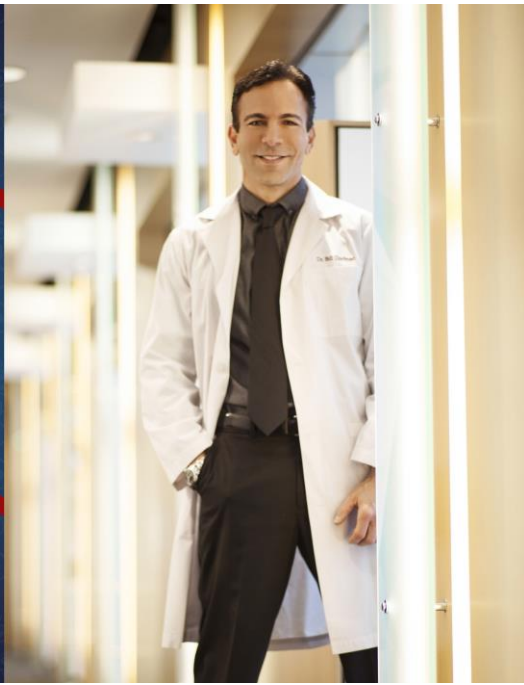
AUTHOR:
**KITTY
PILGRIM**



America's Dentist

PHOTO CREDITS:
NATE GUSTAFSON AND
SANTIAGO SALVICHE

HIS STORY BEGINS WITH A SCHOLARSHIP FROM THE UCLA ALUMNI ASSOCIATION. IT CONTINUES WITH HIS PROFESSIONAL LIFE AS CELEBRITY DENTIST, ENTREPRENEUR, HIS CAREER ON TV AND HIS SUPPORT OF AN ORGANIZATION THAT HELPS YOUNG PEOPLE GET A SEVEN YEAR LEAP ON SUCCESS.



BILL DORFMAN

★ 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 MAKE-OVER, DR. BILL DORFMAN.

I&S: You are 55 and in the best shape of your life. What is your secret?
BD: Never Give Up! Fitness For Men asked me how I got in great shape. My response was, "I didn't." I was an athlete in High School and College and have continued to maintain my shape. I think the secret is to have a sustainable life-long fitness plan. Many people get motivated and "try out" an aggressive fitness plan. The problem is that it is not sustainable.

I&S: When did you hear about the 100-Year Lifestyle Workout? What is the 100-year life plan?
BD: I first heard about it close to 10 years ago from the author of The 100 Year Life Style, Dr. Eric Plasker. Not just an anti-aging book, The 100 Year Lifestyle is a total life approach for increasing quality and quantity of years. The book reveals techniques to make the most of our extended lives. It gives the mindset, tools, and strategies to enjoy the highest quality of life as we age without aging in body and mind - including diet nutrition, exercise, mental agility, creativity, finances,

friends and family, work, community and a sense of purpose.

I&S: How does diet come into play in your overall fitness plan?
BD: Diet is one-third of the total equation when it comes to physical fitness. It is one-third diet, one-third exercise and one-third genetics. Obviously we can't change our genetics but the other two factors are critical. As far as diet is concerned, moderation is key. I try to stick to natural, healthy foods. Low fat, whole foods are best. Also I avoid alcohol and all fried foods.

I&S: What motivated you to get into/stay in shape over the years?
BD: I always loved to exercise but when I was 26 and moved back to the US (after doing a 2 year residency program in Switzerland) I had my first physical exam as an adult. To my surprise, my cholesterol level was extremely high for my age and my doctor told me that if I did not change my diet I would die of heart disease. So I went "cold turkey" and switched to a low fat diet overnight. My cholesterol level dropped 100 points in 3 months. I have main-

tained a healthy level ever since. In addition to my diet I maintained a healthy work out plan. From age 26 to 52 I had a one hour work out 3-4 times a week. Then in 2010 after we sold our dental company (Discus Dental), I had more time and started working out 6-7 days a week. I alternate lifting with swimming.

I&S: In your professional life you are recognized as "America's Dentist" having created smiles for many of Hollywood's brightest stars. Is good dental health an indicator of overall health? What is it like treating famous Hollywood celebrities?
BD: It is impossible to have overall health without good dental health. Recently there have been numerous studies showing an indisputably strong link between oral health and heart disease. To be honest treating celebrities is really fun. Not only do most of them have interesting lives but it is a real kick to see a smile I created splashed across a big movie screen!



I feel very fortunate to be able to do what I love to do!

I&S: I understand that you have formed a charitable foundation named LEAP. What does LEAP do and what inspired you to form it?
BD: LEAP is a non-profit motivational and leadership program for high school and college students age 15-24. 500 students come and spend a week living in the UCLA dorms every summer where they learn the techniques needed to become successful in life. We teach time management, money management, public speaking, interviewing techniques, how to identify and utilize mentors and so much more. For more information please go to www.leapfoundation.com.

I was inspired to form LEAP because I was asked to be a speaker at a program that was the precursor to LEAP over 20 years ago. Of all the charitable work I have done, working with these students has been the most gratifying to me.

I&S: You were a founder of Discus Dental. What can you tell us about Discus Dental and how did it all begin?
BD: Discus Dental was formed in 1989 along with the publication of my first book, The Smile Guide. Shortly after that, take home tooth whitening started to take off. However there weren't any great products on the market yet. We soon developed our first take home tooth whitening product called Nite White. We were the first company that developed and sold tooth whitening products as a "cosmetic" product instead of a medical product. We also infused a certain sex appeal in the packaging and ads. This had never been done before. Later we developed Day White, Brite Smile and ZOOM. Over time



IMAGE & STYLE

ISSUE 10

MAGAZINE



BILL DORFMAN



★ ★ ★
**BACK IN 2003 I WAS
FORTUNATE TO BE
SELECTED BY ABC AS
THE FEATURED DENTIST
IN ITS HIT SHOW
EXTREME MAKEOVER.**

we became the largest tooth whitening company in the world.

I&S: You are also featured in the Emmy award winning "The Doctors" television show. How did you get involved in that project?

DBD: Back in 2003 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.

I&S: How do you balance a television career, dental practice, and successful dental products business and still find time to stay in shape?

DBD: 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.

I&S: What new projects are you working on now?

DBD: We are in the process of filming The Dr. Bill show. I can't give away many details, but stay tuned!

Since "retiring" when Discus 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.

DR. BILL DORFMAN AMERICA'S DENTIST

By Samantha Winer

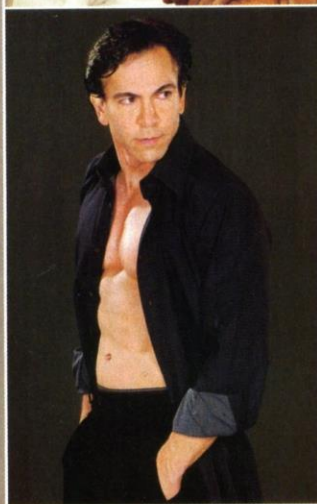
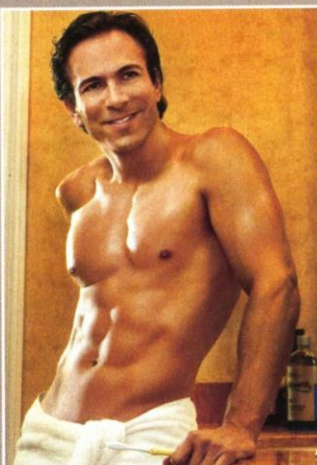
At age 51, Dr. Bill Dorfman, "America's Dentist," is as fit as ever. Swimming since the age of five, Dr. Bill took up gymnastics at UCLA where he graduated with the "UCLA Outstanding Senior Award" in 1980. Continuing his education, Dr. Bill became one of the youngest graduates to receive a doctorate 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 Discus 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 Georgia.

Renowned in the cosmetic and fitness

(continued on page 136)

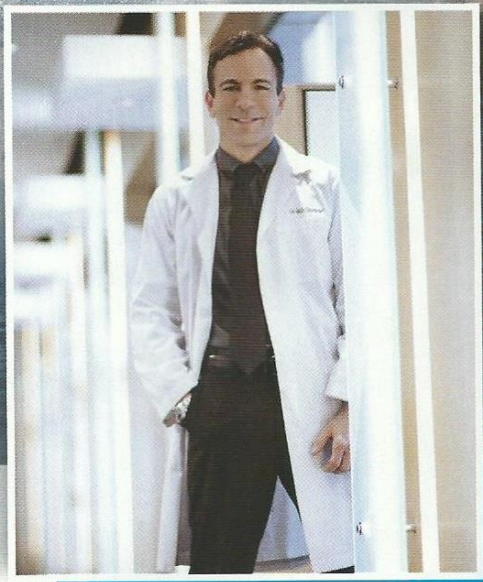
FIT OVER 40

PHOTOGRAPHY COURTESY OF JENN HOFFMANN

WATERSKI



JULY/AUGUST 2013



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 on the pearly 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. **WATERSKI**

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, trailed 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 knows, the gossip columns and blogs are 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.



CLOCKWISE FROM LEFT: JUSTIARE.COM (1); NATE CUELLAR (2)



COSMETIC ENHANCEMENTS

PHOTO: ISTOCKPHOTO (COSMETIC PROCEDURE)

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).



Dr. Dorfman's Celebrity Clients: Hugh Jackman, Jessica Simpson, Usher, Eva Longoria, Anthony Hopkins.



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, gluteals) 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, Haideh 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 fact-finding. 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 \$3,000 to \$4,000. There can be redness, swelling or bruising that will pass in a few days.

TATLER

2009



2 BILL DORFMAN
FOR A CELEBRITY SMILE

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. He claims 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 ageing 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 graphing 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 ▷

Dr. Bill Dorfman: He Who Does the Giving, Receives the Greatest Gift

Posted: 04/15/2013 11:03 am

By: Getrude Matshe

"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 life time 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.



http://www.huffingtonpost.com/getrude-matshe/he-who-does-the-giving-re_b_3050929.html

Men's Health

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.

—Maira Lawler

