

ONLY IN BEVERLY HILLS...

The Ultimate Accessory for a Mega-Watt Smile...

Teeth & Gum Specialists to the Hollywood crowd

—husband & wife team

**Dr. Abdy Moshrefi &
Dr. Nazanin Daneshmand,
M.D. Periodontics**

have come up with the *perfect answer*
to a winning smile...

Gum Enhancement
to LIGHTEN GUMS!

No doubt about it. A dazzling smile in L.A. is everything. When we look in a mirror the very first image-making assets staring back is our smile. Good or bad—our smile is our 'welcome sign' or not to the world. And, amazingly, the confidence we project to others has everything to do with the first thing that people see when they meet us... **our teeth!**

"Periodontology is a specialized field. Our patients don't just walk through the door...they are referred by general dentists who do not perform the procedures we do. Patients come back year after year for gum and teeth care," states Dr. Nazanin Daneshmand, co-partner in the widely-publicized and highly-specialized Beverly Hills dental firm of—**Moshrefi & Daneshmand.** "Building a patient relationship based on trust and long-term care is crucial for us. Just by changing a person's smile, we change their lives and make a difference in how they feel about themselves and, how others feel about them."

Since opening their Beverly Hills practice in 1998, this hard-working husband/wife team has earned a high-profile reputation for their state-of-the-art, full range dental facility. The personalized service and care they provide has Hollywood's "Who's Who" sending over patients. Word of mouth has built a referral practice that extends to Orange County, where they also have a second office in Long Beach.

The Ultimate Accessory for a Mega-Smile:

They have now introduced—**GUM ENHANCEMENT** (different from teeth bleaching) it's the latest in cosmetic dental procedures to achieve a perfect smile. After all, what good are



million dollar pearly whites if gums aren't a healthy and natural color?

"We live in an entertainment-based city. People focus on their appearance because their ability to make a living

depends on how they look... on their smile,"

states Daneshmand. "People here are aesthetically savvy when it comes to the appearance of their smiles. These days it's not just about repairing, replacing and maintaining. As dental professionals we must invent new ways to provide patients with healthy teeth and—brilliant smiles as well."

Moshrefi and Daneshmand see patients with cracked, crooked, decayed teeth needing to be repaired or removed; others have too much gum when they smile; some spend huge sums correcting the appearance of their teeth, only to find their gums look unhealthy, spotty, with discoloration and stains, usually caused by tobacco use.

"Gum Enhancement helps dark gums, and pigmentation problems," Moshrefi points out. "No chemicals are used in the lightening process. We use the same anesthetic as in dental fillings. It's an *out-patient* procedure, minimally invasive, with near zero discomfort and bleeding and, takes less than 45 minutes to do.

RESULTS ARE IMMEDIATE!

Healthy gums are restored to a natural color and patients compare the experience to a teeth cleaning.

"The biggest misconception about Periodontics is that it's associated with discomfort and surgery. But with the technology in our office, this is not the case," states Moshrefi. "We use local

anesthetic, the same as filling a cavity. Patients are in and out in an hour."

BOTOX in THE DENTAL OFFICE?

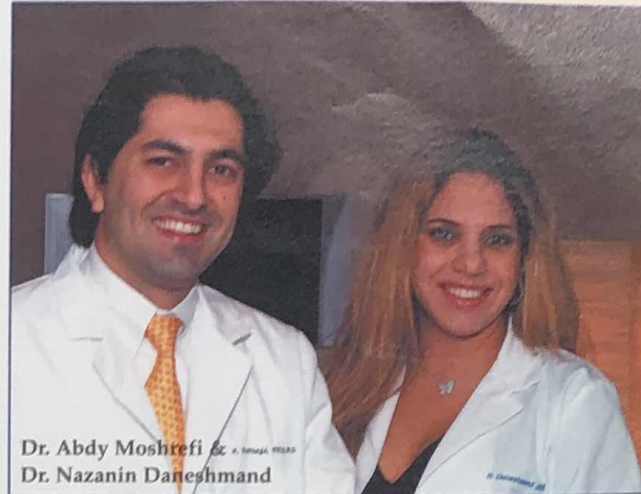
And as if perfect teeth and healthy-looking gums aren't enough...

Moshrefi and Daneshmand have come up with a treatment for those who show too much gum when they smile. It's non-surgical, non-invasive—under an hour! Using BOTOX administered by a licensed physician.

TECHNOLOGY ON THE HORIZON

Using periodontics and dental implants as a specialty, each month they offer seminars to affiliate dentists in their Beverly Hills office. These meetings share technology and advancements. Respected in the dental community for their innovative approach at pairing patient *need with want*... Moshrefi and Daneshmand introduced in their office more than a year ago, *Digital X-rays*: the most advanced, selectively guided method for attaining high-quality dental x-rays, with a near zero of radiation to the patient. *Digital X-rays* are the future of dentistry. Images appear on monitors in seconds, giving patients a first look at their teeth.

Need is the mother of invention and, these two have come up with cutting-edge dental procedures sure to guarantee a winning smile!



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