

# TOP DENTAL SPAS

## Las Vegas Ranks #1



"Dr. Wright is truly a superb artist and skilled dentist who gave me a beautiful smile I never had. Now I smile with confidence as never before. They tell me I look 15 years younger! Now that is PRICELESS!" emphasized Freeman.

Las Vegas has long been synonymous with first class dining and entertainment. Now discerning individuals are coming specifically for the highest caliber dental care at the **Four Seasons Dental Spa**. Joan Freeman, founder of joanie's SMILES gourmet tea-infused chocolate bars available at Whole Foods, comes from Malibu, California to receive her cosmetic and general dental care with **Dr. James P. Wright**. Joan was referred by her sister in Chicago and a friend in Las Vegas. Increasingly, patients are referred by "...a friend of a friend," and so the story goes.



Dr. Wright and his wife Debby are the originators of the dental spa concept in Las Vegas. The Four Seasons Dental Spa services are so phenomenal, patients come from Arizona, California, Illinois, Michigan, and as far away as Dubai. Many patients say that he is the most thorough dentist they have ever seen. His exams include digital X-Rays, laser cavity detection and oral cancer screening. Dr. Wright has an unpretentious, happy, kind and gentle persona that patients really appreciate.

When asked "What is a dental spa?" Dr. Wright explained, "It is a unique dental practice that offers state-of-the-art dental care combined with relaxing spa services for discriminating patients. Complimentary holistic spa amenities relax and soothe patients prior to and after treatment. As Dr. Steven Covey would say, 'a paradigm shift, from having to go...to wanting to go.'" Dr. Wright concluded with a twinkle in his eye, "The Four Seasons Dental Spa is about more than terrific teeth and a stunning smile. With the 'WrightSmile', patients are more confident...they walk faster, smile more and look years younger."

In practice since 1988, Dr. Wright received a Doctorate of Dental Surgery (DDS) from the highly acclaimed Marquette University. Dr. Wright has attended the Las Vegas Institute for Advanced Dental Studies and the Dawson Academy for Dental Excellence. After 14 years of private practice in Chicago, he sold his practice and interned with a Pankey Master Dentist for one year to obtain advanced training in bite equilibration [bite correction] and Temporal Mandibular Joint (TMJ) Therapy. His advanced training combined with his artistic talent give Dr. Wright's patients a perfectly beautiful smile that feels comfortable and looks magnificent.

"Our focus is on delivering the finest quality of dentistry. Whether it's a full mouth reconstruction [restoring the mouth to its ideal state in terms of function and form], a full mouth extreme cosmetic makeover, porcelain veneers, a crown, or a single white filling, I always work in microscopic surgical loupes [binocular microscopes used in surgery]. Although it can slow me down a bit, I'm a perfectionist, and choose to work at a very precise and exacting standard," added Dr. Wright.



Indeed. The waiting room has been transformed into a "Relaxation Room" with natural aromatherapy, an Oxygen Bar, massage chairs and an enormous salt water aquarium. Once in the dental chair, patients receive warm paraffin hand treatments while their jewelry is cleaned with professional jewelry cleaning equipment. During treatment, patients can watch cable TV news, movies or the program of their choice on a plasma screen monitor. Of course, the dental equipment is as high-tech as the surroundings. Patient rooms are equipped with the latest diode laser



technology, virtually noiseless precision drills and advanced digital X-Rays, which reduce radiation exposure up to 90%.

Before and after treatment, patients are invited to relax in the Aquamassage™. The dry water massage bed gives patients a comforting full-body massage, while they remain clothed and dry. At the Oxygen Bar, patients enjoy a selection of flavors, from lavender to proprietary blends. A serving of freshly oxygenated water completes the visit.

Dr. Wright firmly believes that patients deserve to make informed choices. He agrees with **MACVENEERS™**—perhaps Hollywood's best kept secret—that "teeth are the ultimate accessory". In addition to **MACVENEERS™** Dr. Wright offers an impressive array of options that includes **Lumineers™**, the pain-free reversible alternative to traditional veneers; **Invisalign™**, a virtually invisible substitute for metal braces; **da Vinci Porcelain Veneers™** and **Zoom 2™** professional one-hour teeth whitening, both seen on ABC TV "Extreme Makeover". Using cosmetic digital imaging on a large plasma screen, patients preview with Dr. Wright the beautiful smile of their dreams before making a final selection.

"Dr. Wright is very personable and friendly, and the entire staff caters to my needs from beginning to end," said Joan Freeman. "The complimentary spa amenities are very soothing value added benefits. But more importantly, Dr. Wright is truly a superb artist and skilled dentist who gave me the beautiful smile I never had. Now I smile with confidence as never before. My friends, family and business associates ask if I had a complete makeover. I tell them just my teeth. Even more exciting than my new smile, is that they tell me I look 15 years younger! Now that is PRICE-LESS," emphasized Freeman.





Joan Freeman is not unusual. There are numerous examples of patients receiving more than expected. Paul Ziter, owner of Great Expectations Dating Service, happily takes advantage of the amenities. He explained, "I was just looking for a good dentist, but ecstatic to have found more. I understand how important it is to help people feel comfortable in uncomfortable situations. I was never a 'fraidy cat', but the whole package really shows how much they care about customer service. Talk about serendipity."

After interviewing over 30 dentists, Dr. Wright was selected as "Las Vegas #1 Dentist" by health expert and radio show host Jeffrey Burke of The Feeling Great Show. Burke immediately decided to have a complete cosmetic dental makeover by Dr. Wright. "I LOVE my new smile...I get compliments every day!" he shared with excitement. When asked if he had any regrets, he responded, "Only one...I wish I had done this years ago, and not waited so long." Burke's comment certainly begs the question, "If not now...when?"

Patients are not alone in their accolades for Dr. Wright. He was selected as Nevada Woman "Extreme Makeover Dentist", chosen as a "Treasure" in the upcoming Treasures of Nevada, and recently interviewed by MDTV Medical News Now, "America's leading resource for medical news." MDTV features Dr. Wright in 3-minute public education medical messages.

Dentist Lorin Berland who owns Dallas Dental Spa, is considered the originator of the dental spa concept, but is somewhat surprised by the trend's popularity. However, Dr. Berland emphasizes that he does not compete with day spas. "We're all about teeth. The spa aspect just enables our patients to have a better experience with us."

In 1996, he decided he needed an extra pair of hands—literally—so he hired a massage therapist, and cross-trained her to perform office duties. "However, her job was mainly to put patients at ease, specifically when an anesthetic was administered. Because of the fear and the pain, as well as a chemical in the anesthetic, we were seeing a spike in patients' blood pressure," Dr. Berland explained. "With massage, patients did not flinch, and blood pressure did not rise as much."

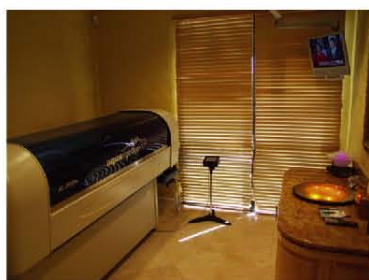
In Denver, Dr. Charles Barotz's dental spa amenities include fresh baked cookies, foot massages, virtual reality glasses, and hand paraffin treatments to "lighten" the mood. My patients say they would rather stay here than go back to work. That practically goes against gravity," said Dr. Barotz.



relax



loosen



enjoy



Dentists point out that the purpose of the amenities is to relieve angst and fear while delivering superior dental services. "Though the American Dental Association (ADA) does not have a policy concerning dental spas, a poll of 427 practicing US dentists indicates that about half offer spa amenities to patients," said Leslee Williams, Manager, ADA Media Services. "The most common amenities include headphones and neck rests, warm towels, complimentary snacks and beverages. Only 5% of those surveyed offer body massages, facials, pedicures, and manicures, according to the ADA/Colgate Oral Health Trend Survey."

Dr. Debra Gray King, president of the Atlanta Center for Cosmetic Dentistry, the leading dental spa in Georgia, wholeheartedly agrees. In a presentation titled, "Massaging More Than Your Gums: Spa Amenities" at an ADA Annual Meeting, King pronounced the numerous observed benefits of spa amenities. Dr. King, spokesperson for the ABC TV Network series Extreme Makeover said, "When people think about the dentist, they think about pain and they do not want to go. We have incorporated spa amenities to make the visit more pleasant, but our focus is still on quality dentistry."

In Las Vegas, "the luxurious Four Seasons Dental Spa was designed to help patients feel pampered, rather than petrified, with soothing colors and relaxing spa services," said Debby Wright. Her inspiration for the dental spa concept came from her personal painful past experience and fear of dental visits. The Wrights spent eighteen months designing every detail of the West Flamingo Road office as the photos evidence, to be poles apart from traditional dental offices. She added, "Some people believe that the term 'dental spa' is an oxymoron, because the dentist is synonymous with pain, and spa denotes pleasure. Our goal was to redefine dentistry and create a paradigm shift. From the outset of conceptual design, we intended to make dental visits a pleasant and comforting experience."

The Wrights wanted their patients to feel refreshed, renewed, and relaxed—words not typically associated with dentistry. "While the amenities do help patients feel relaxed, the emphasis remains on the highest caliber dental care. We really do care about our patients," said Mrs. Wright. "We believe both men and women deserve stunning smiles because they project more charisma and self-confidence with a young, fresh and attractive appearance. Everyone deserves that."

Summing up the philosophy of the Four Seasons Dental Spa, Debby Wright concluded with, "It is about more than teeth. We believe patients deserve world class dental care from a compassionate, meticulous dentist they can trust, an attentive and responsive staff to serve their needs, the absolute finest quality materials and technology available, and a supremely comfortable holistic spa atmosphere to promote their entire well-being."

#### Four Seasons Dental Spa

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Call to schedule a visit at 702-309-4600

[www.FourSeasonsDentalSpa.com](http://www.FourSeasonsDentalSpa.com)