

Considering Cosmetic Surgery?

A Beautiful New Smile... Hollywood's Best Kept Anti-Aging Secret

By Marguerite Schreiber

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 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. The Four Seasons Dental Spa services are so phenomenal, patients come from near and far: Las Vegas, Arizona, California, Utah, Illinois, Michigan, Bermuda, Ireland, Dubai. Dr. Wright has an unpretentious, happy, kind and gentle persona that patients really appreciate, and many patients say that he is the most thorough dentist they have ever seen.

Dr. Wright received his Doctorate of Dental Surgery (DDS) from the highly acclaimed Marquette University in 1988. He attended the Las Vegas Institute for Advanced Dental Studies, the Dawson Academy for Dental Excellence, and interned one year with a Pankey Master Dentist for advanced training in bite equilibration [bite correction] and Temporal Mandibular Joint (TMJ) Therapy.

When asked "What is a dental spa?" Dr. Wright explained, "I know that the best cosmetic dentistry is performed when the patient is calm and comfortable. The Four Seasons Dental Spa is a unique dental practice that offers state-of-the-art dental care combined with relaxing spa services. Complimentary holistic spa amenities relax and soothe patients prior to and after treatment." He 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 gain more confidence and self-esteem...they smile more and look years younger."

"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 sunglasses and warm paraffin hand treatments. 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.

"It doesn't look, smell or sound like a dental office. 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 PRICELESS," emphasized Freeman.

Joan Freeman is not unusual. There are numerous examples of patients receiving more than expected.



Mrs. Nevada 2003-2004
Tammy Lier
"I love my new smile"

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 "Unique 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.

Dr. Wright's wife's inspiration for the dental spa concept came from her personal painful past experience and fear of dental visits. "Our goal was to redefine dentistry. From the outset of conceptual design, we intended to make dental visits a pleasant and comforting experience. Many patients say they would rather stay here than go back to work!"

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



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