



Smile with

West Hills Smiles

By Pax Ansley
Photography By Marvin Steindler

Drs. Pasha Hakimzadeh and Ben Reyhani of West Hills Smiles have become well recognized among Angelenos in the last several years. West Hills Smiles offers anti-aging esthetic dentistry in a state-of-the-art facility.

With a track record of excellence, Drs. Pasha and Ben are firm believers in customer service. Their message to new patients is, "Simply put yourself in the hands of our concierge, relax and don't worry about anything. The only thing you should be concerned about is enjoying the experience. If you want something, please ask."

Q Why did you guys get into cosmetic dentistry?

A I think early on, this was an area we wanted to concentrate on because of the happiness and excitement it brought to our patients. The energy level during the process of anti-aging or a smile design is great, and the entire experience and outcome becomes very rewarding both for us and our patients.

Q What is your practice philosophy and what should patients know about West Hills Smiles?

A We believe in higher standard of care. We are a team who are dedicated to meeting your needs and exceed your expectations. At West Hills Smiles, we aim to provide a

completely different experience. In addition to advance technology, top-quality dental materials, we also provide unsurpassed client care and serve as a channel for educating our patients. We offer a relaxed atmosphere and a caring spirit while we help you be healthy, happy and proud of your smile.

Q What's a normal day look like?

A We usually start at 7 a.m. We have three hygienists, and the average day is usually a mix of patients who are coming in for their routine wellness cleanings, new patient consults for anti-aging, and smile-makeover treatments. I think immediately you could sense the energy in our office. We like coming to work and we have a great time serving our patients.

Q How do you guys set yourselves apart?

A Our personalized approach and personalities. We like having fun, and we brought that to our office. We have fun working together, and our patients see and feel the fun in this office. We offer our patients a different experience to care and improve the quality of their oral health.

Q Since your office specializes in anti-aging dentistry and smile makeovers, how many visits are required, and what can each visitor expect from start to finish?

A With age, your smile can lose vibrancy due to discoloration, tooth loss and excessive grinding. Lips begin to sag over time and lose their elasticity. Gravity and aging make our lower face shrink and sink in, resulting in less of our upper teeth showing as we speak or smile. Loss of collagen and diminished muscle tone allow wrinkles to form around our mouth and lips.

Your first visit with us will be our anti-aging and esthetic evaluation. We will take detailed photographs of your teeth. This will be followed by taking a detailed impression of your teeth and bite. This will allow us and our ceramist to design a model of your teeth that are transformed into a new smile using a special wax. The wax up serves as a preview of the final smile makeover.

Your second visit will start by going over your diagnostic wax-up model and pictures of your new smile. This will be followed by preparing your new veneers and transferring the customized temporary veneers to the mouth. These temporary veneers are made up of special dental materials, and the mock-up is a duplicate of the wax-up. This gives you the ability to test-drive the new smile. The diagnostic information gathered from the wax-up and temporary veneers will give us valuable information about the color, shape and size of the permanent veneers before placing them in the mouth.

After wearing the temporary smile, you will return for your third visit where you will provide feedback on the look and fit of your veneers. Many patients love the look and feel right away, but some would like to make some modifications on shade, shape or size before sharing the information with our ceramist and lab for finalization. Once you and your doctor are completely satisfied with your smile, we will have our master ceramist handcraft your veneers, with every detail represents love and tradition of his craftsmanship.

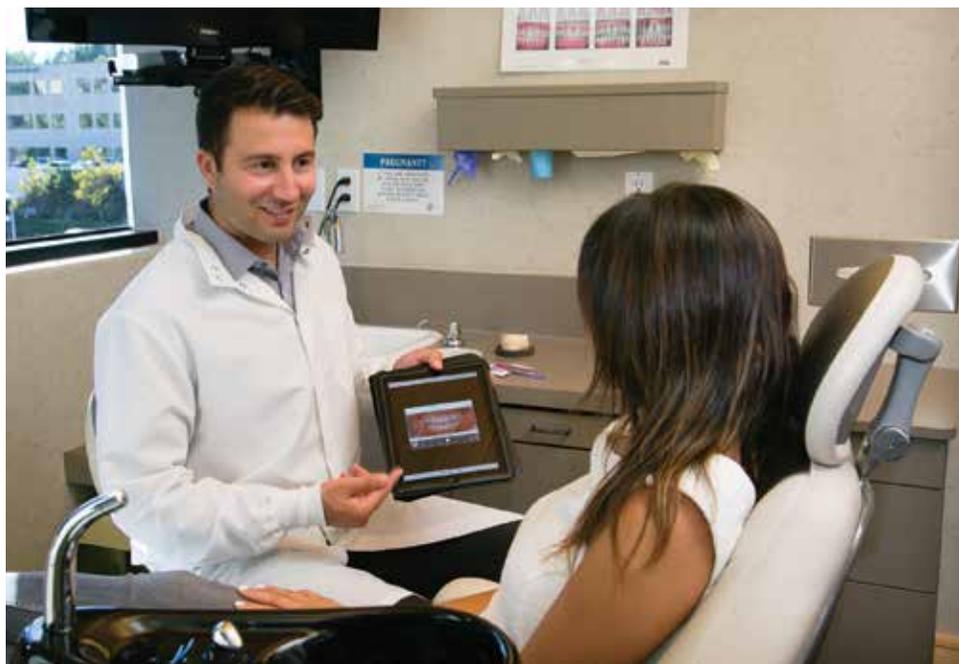
We will finish your new smile by cementing your veneers with our own custom colorist. This will minimize any critical errors in the color matching of your new veneers and making sure we get it right the first time.

We will promise to deliver a natural smile that suits you best and to make you look good.

Q What would you like potential patients know about you and your practice?

A We want the whole process of visiting us to be as comfortable as possible, from your first meeting with us through the day of your treatment. Because top-notch hospitality is our goal, our concierge and patient-care coordinator can handle any and every request. The practice concierge makes sure that each patient

feels completely served. Each patient knows why they're there for each visit, how long it will be, and even where to park. They know they'll be recognized and warmly welcomed. When it's time to leave, the concierge will make sure they understand the treatment just completed, any ongoing treatment needs, and the financial arrangements for today and into the future.



We offer patients a different experience. We try to change what people think of a dentist and dental appointments and recreate it with what we think it should be fun and pleasant. It's how our team treats and serves our patients, our energy and attitude. We are proud of our office, and you could see that when you come in. ■

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