

by Randall Eden

The Smile Doctor

His Business Is All Smiles

The world has known some highly prolific artists. Perhaps none have been as prolific as one nationally known contemporary who resides in Little Rock. He's an artist with more than 30,000 original sculptures in his portfolio: each a creative masterpiece and unique in its own way.

You might be surprised to learn we're talking about Dr. Jeff Garner, known to millions across the nation as "The Smile Doctor." His medium is smiles. He sculpts most often with veneers, which are basically porcelain "sleeves" individually crafted to perfectly fit over and bond to each individual tooth, thus improving aesthetics. He's sculpted and perfected thousands of smiles using them along with his artistic eye for the shape, length and shade of white that is perfect for the individual. The lab that provides his exclusive hand crafted porcelain veneers is one of the largest in the world. They certify that he is their largest customer, with the next largest being a group of eight dentists. Yes, he does that many smiles. As you might expect, it's certainly not all Arkansans. Patients fly in from both coasts and as far away as Hawaii for his services. His patient portfolio includes celebrities and beauty pageant contestants.

Surprised that we call him an artist? You won't be surprised if you've seen Dr. Garner's work on national television programs like Entertainment Tonight or Dateline NBC and seen the people whose lives he's touched with his art. Maybe you've read about him in any one of the hundreds of newspapers, magazines or books that consult with or write about him. As it turns out, it's with very good reason. There's as much creativity and art in Dr.



Garner's work as there is dentistry. Dental science meets art everyday in his office. He has an innate ability to bring out a unique one of a kind smile in every patient he works with.

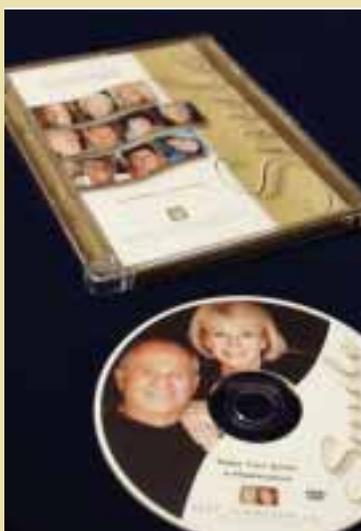
Yes, it's cosmetic dentistry, but the application also corrects problems with "bites", gaps, chipped and missing teeth and much more. Female "baby boomers" constitute the largest portion of his clientele, but men have recently become more conscious of the benefits of improving their smile. Adolescents (and adults), who have just had braces removed, may find some scarring of their teeth, and people who were prescribed certain antibiotics in their formative years will often have telltale permanent staining of their teeth. There are many reasons to consider the procedure. Cosmetic dentistry is

perfect "Hollywood Smile." He realized many years ago that "full mouth reconstructions", where essentially every tooth is perfected, was where his gift lay and he chose to make it a vital part of his practice.

Surprised that he chooses to locate his office in Little Rock rather than New York or Los Angeles? So were we. When asked, he replied that, while he has traveled extensively, he has not found another place he would prefer to call home. He loves the beauty of Arkansas and says he likes to think that, in some small way, he is doing his part to contribute to it. From the fiscal aspect he realizes that Little Rock is centrally located for in-state patients and it's also located near the center of the country making travel for out of state patients fairly easy. Plus, the cost of

reconstruction in only two visits, about a week apart. If you've recently had dental work done you realize how amazing that really is!

There is also a different feel to the office. It feels more like a design studio or an artist's studio. It's a very creative atmosphere. There are beautiful views of a peaceful small lake just outside the office. There is interesting music being played and you may very well be greeted by Dr. Garner wearing his favorite jeans and a polo shirt. He's a very warm and friendly man, seemingly unfazed by the notoriety that would swell the heads of most people put into his position. It's immediately obvious upon meeting him that he is comfortable in his surroundings and that he enjoys his work. His staff is just as accommodating and friendly as he is.



not new, but it has certainly become the hottest thing to do right now. Everyone wants straighter, whiter, brighter teeth. Dr. Garner began as a traditional dentist but quickly realized his passion lay elsewhere, so he quickly transitioned his practice into what is now one of the world's top cosmetic dental practices.

Improved appearance has a direct correlation with improved self-image and we all know that can be beneficial in so many ways. When veneers were first developed and put into use in the mid-1980s, Garner was among the first to begin using them. He was struck by the overwhelming relief and joy patients felt after suffering years of embarrassment over the appearance of their teeth. And he certainly enjoyed the design and artistry involved in bringing out that

doing business here allows him to keep prices more reasonable.

Step into Dr. Garner's West Little Rock offices and you'll immediately realize this is not an ordinary dentist's office. Stylishly appointed but friendly, it has room for, at most, four or five people. It's designed this way because his whole practice is handled differently. They never intend to have a waiting room full of patients. They schedule one appointment at a time. Dr. Garner isn't running back and forth between three or four patients closeted away in several small rooms, all with appointments scheduled at the same exact time. Patients are booked for a morning or an afternoon and they receive his complete and undivided attention. By doing this, he's able to do even a complete full mouth

Since he has become so well known, more and more people have become interested in his services. Most have the same questions and need for information. In order to fully answer and explain his services Dr. Garner naturally came up with a creative solution. He has developed his own DVD. It includes a tour of the lab to see the veneers being made, some amazing before and after photos and a lot more. It should answer pretty much any question a prospective patient might have about our own nationally renowned "Smile Doctor" and Sculptor.

Now you can get your very own "Hollywood Smile" without traveling to Beverly Hills and you'll get to meet and talk personally with the artist. Dr. Jeff Garner is another reason we're proud to call Little Rock home.