

# creating a niche

Southern charm and understated elegance infuse Dr. Brad Durham's cosmetic dental practice, overlooking a historic Savannah courtyard. The traditional sounds, smells and equipment of a typical dental office are nowhere to be found—even the treatment chairs are designed as massage couches.

**DOCTOR OF DENTAL MEDICINE**  
Medical University of South Carolina

**AFFILIATIONS**  
American Dental Association  
Georgia Dental Association  
Las Vegas Institute For Advanced  
Dental  
Studies (LVI)

**AREAS OF EXPERTISE**  
Cosmetic Dentistry  
Full Mouth Reconstruction  
Neuromuscular Dentistry (TMJ)  
Non-Surgical Dental Facelift  
Smile Makeovers

**LOCATION**  
Savannah, Georgia

Here, the stage is set for a practice that combines art, science and technology with personalized care. Dr. Durham says his practice provides a much higher level of service to a smaller group of people. "Our practice is distinctive because of the amount of time we spend educating and developing one-on-one relationships." Case in point: Separate patient-doctor "relationship areas," with two chairs and a conference table, are integrated into each treatment room. "Our niche is cosmetics, TMJ and complex dentistry. We like to be challenged," Dr. Durham points out.

Since starting his practice in 1982, Dr. Durham has completed thousands of hours of continuing education, with an emphasis on head, neck and facial pain treatment for dental patients. He is a consultant, author and researcher, as well as a graduate of and instructor at the Las Vegas Institute of Advanced Dental Studies (LVI). In fact, Dr. Durham devised his own LVI course, "Achieving the Niche Dental Practice," which the institute schedules several times a year. 912-234-8282 or [newbeauty.com/durham](http://newbeauty.com/durham)

"We're not just  
dentists anymore;  
we're more like artists  
who happen to  
work on teeth."

—BRADFORD A. DURHAM, DMD

## DR. BRADFORD A. DURHAM

**CHAIRSIDE STYLE** Personalized and comfortable  
**WHY DID YOU BECOME A COSMETIC DENTIST** It's a challenge to make someone look better and to change his or her life  
**FAVORITE PART OF YOUR JOB** Showing patients their new smile  
**BEST ADVICE YOU'VE RECEIVED** Don't try to be all things to all people  
**WHAT FASCINATES YOU MOST ABOUT THE HUMAN BODY** How simple and how complex it is at the same time  
**HOBBIES** I enjoy spending time with my family on our boat  
**I START EACH DAY** By enjoying coming to work.  
It's a great way to spend your life

## LOOK YOUNGER WITH A SMILE MAKEOVER

A patient's bite and facial appearance can be optimized by changing the shape of the teeth. Dr. Durham uses new porcelain technology and a **MYOTRONICS K7 COMPUTER** to identify the perfect bite position. He explains that the position of the bite affects both the chin and neck while the height of the teeth supports the lower third of a patient's face and lips. A typical candidate might be a baby boomer whose worn-down teeth are helping contribute to making her or him look older. Combining **TMJ TREATMENTS** with a **PORCELAIN SMILE MAKEOVER** that adds length, height and fullness can literally make someone look years younger. "The process is a challenge, but the rewards far exceed expectations. At the end of the day, it's not about fixing teeth, it's about changing lives."

INSIDE INFORMATION