



# FIRST LOOK:

## The Practice | Beverly Hills Dr. Dustin Cohen

*Interview by: Brittany Garcia  
Website: [www.thepracticebh.com](http://www.thepracticebh.com)  
Instagram: [@thepracticebeverlyhills](https://www.instagram.com/thepracticebeverlyhills)*

### **What sets you apart from other dental practices?**

The Practice | Beverly Hills is on a mission to make it unimaginable for patients to go to any other dental office. We are the go-to practice for patients that truly value the highest quality dental care combined with unparalleled customer service. In order to accomplish this mission, My wife Dr. Stacey & I have spent years getting the most cutting-edge education, buying the most advanced equipment, and developing a customer service program (A.K.A. The Bespoke Dental Experience) that continually exceeds our patients' expectations.

The experience at our office is unlike anything most people have experienced before. We run on time!

Seriously, nobody waits in our reception area, unless of course you are early. Our reservations start and end on time, all the time. We understand that the majority of our patients have extremely demanding schedules that leave very little room for error. In order to be punctual, we also don't overlap patients, unlike the vast majority of dentists in the world. We feel confident saying that there's not a person on the planet that actually enjoys waiting for their dentist for 30 minutes at a time while they run between rooms to see other patients.

Our "personalize your visit" forms also allow us to take into account your preferences at the dental office. If you think a bottle of water, earplugs & a blanket will make you more comfortable, that's exactly what will be waiting for you when you enter the room.

We make it our business to know the personal stuff in your life, even before your first visit! When you can connect with a patient on a personal level before ever looking in their mouth, it makes for a much more comfortable dental experience. We are very good researchers, and you will be pleasantly surprised at what fun stuff we can find out.

Being the only office in Beverly Hills that has the CariVu camera, a completely radiation-free way to see inside your teeth, has been a big differentiator for us as well. Oh, and we also happen to have the coolest clientele in the world...for sure, not every dentist can say that.

### **Can you explain your holistic practices and your passion for holistic dentistry?**

My personal journey into a healthier lifestyle began right after high school when I decided to start eating healthy & lifting weights because I wanted to add some muscle before starting college. That led me to graduating with a Bachelor degree in Human Nutrition. Now living in Los Angeles, everywhere we look there is something having to do with health and fitness. Knowing that my patients, if given a choice, would likely choose products that are BPA-free, Triclosan-Free, Mercury-free, & Gluten-free, it seemed like a no-brainer to remove those chemicals from our office. So instead of giving people a choice to use products with harmful chemicals or not, we decided to transform our entire practice. We feel compelled to always give our patients the best.

### **What is it like being able to work on big stars such as Sylvester Stallone, Jillian Michaels, and more?**

It's a dream come true! While I was still in high school in Florida, I imagined a practice exactly like what we have right now. I knew it was going to be a near-impossible road to practice dentistry in the Mecca of cosmetic dentistry, Beverly Hills. Luckily both Dr. Stacey & I made the right decisions in our lives that have led us to where we are today.

Having celebrity patients like Sylvester Stallone & Jillian Michaels or billionaire CEOs is really amazing. This group of people have made it to the top because they are extremely talented, creative, and hard working. Getting to speak to people who are the leaders of their industry is priceless. I am constantly learning something new and interesting or gaining a new perspective on an issue that I have in my life. Thankfully, all of them are great people and lots of fun to have in the office!

And personally, having these patients is very gratifying. I know that my patients could afford to go to any dental office in the world, but they choose to trust us with their care. I do not take this lightly. I find it extremely motivating and it's what pushes us to continually improve our services.

### **Where did your passion for dentistry start?**

It started at my orthodontist's office when I was 8 years old! He had a giant office with video games and he drove fancy cars. What can I say, I was 8! As I got older, I was clearly drawn to the sciences and dentistry became more interesting than just

the flash of the Ferraris. And since my parents didn't graduate from college, they strongly encouraged me to work towards my goal of becoming a dentist.

### **What is it like being able to own a practice and work alongside your wife?**

It's the only way to work! We are such a great team and compliment each other so well. I'm generally the idea guy. I come up with the creative ideas for the direction I want to take the business, and Stacey makes it happen. She is hands-down the most organized person I've ever met, and she just gets things done. She is also a great barometer for what is a good idea vs. a bad idea. Since we both earned Masters degrees in business before starting dental school, we are both able to see the full picture when it comes to running a dental practice. Managing a successful dental practice is 1/3 clinical expertise, 1/3 managing patients' feelings, and 1/3 business management...and it's impossible for only one doctor to be great at all of those things. Together, Dr. Stacey & I are a force to be reckoned with!

### **How does your cool and innovative lifestyle intertwine with your dental work?**

LA is a such cool place to live and work. Whether at the office or eating lunch in Beverly Hills, I'm surrounded by creative and inspiring people on a daily basis. I personally find this fun and interesting because I've always been attracted to the "cool" things. Being able to connect with creative people has yielded some very interesting patient relationships, and even more interesting dental collaborations. Getting to know the world-famous tattoo artist, Dr. Woo, has definitely upped my level of cool. After getting some very coveted tattoos on my arm, we decided to tattoo a crown for him in our in-house dental lab! When rapper/actor Ninja, star of the movie Chappelle & member of Die Antwoord, came into my office for the first time, I had a good feeling we were going to be doing something outside of the box. After a set of porcelain fangs, a bunch of gold teeth, & some backstage passes to a Die Antwoord concert, we were having fun!

### **What is the #1 step, in your opinion, to maintaining dental health?**

Very very simple, more frequent professional dental cleanings. Way too many people think they should be getting cleanings every six months. That six-month time frame is something that was concocted by insurance companies. At The Practice, we are only interested in what's best for the patient, not what's best for the insurance company. The vast majority of adults need professional dental cleanings every 3-4 months to stay healthy. You should never have build-up on your teeth, and having 3 or 4 cleanings per year will accomplish that. The teeth and gums are the only areas of the body that don't heal themselves. So when you have build-up on your teeth, your gums become inflamed, causing immune cells to be drawn to the area to try to fight the infection. This essentially takes the immune cells away from other areas of the body and leaves them more susceptible to disease. More frequent dental cleanings will also likely lead to fewer cavities and more conservative dental treatments due to being able to address issues earlier.