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an apple a day

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The Art of Dentistry

Dr. Robin Rutherford

Making a Beautiful Difference

by Angelina Christopher

I can personally attest to how a bad smile can shape your whole being. As I was growing up, my two front teeth developed stains due to loss of enamel from antibiotics I had taken when I was younger. I remember being in elementary school and children always asking me what was wrong with my teeth, or did I ever brush them. I learned quickly to smile in a way that hid my upper teeth. I was always so conscious of that, so much so that it shaped my personality and created a low self-image that lasted through early adulthood. It affected how I interacted with individuals and what type of employment I felt eligible for. I was a true "wall flower." I look back now and realize how introverted I became simply because of my teeth, and the mentality I created of how people "saw me." Within that low self-esteem was also a fear of doing anything about it. Needles and dentists...two words to send me running! It was a toss up between the desperate need to fix the problem and a gigantic fear of going to the dentist.

All my fears could have been easily allayed had I only gone to Dr. Robin Rutherford. Dr. Rutherford prides himself on helping patients achieve greatness through a brilliant smile in *all* aspects of dentistry. I was so happy to finally meet Dr. Rutherford and find out so much information about him and his dental practice.

Dr. Rutherford graduated in the top quarter of his class in 1982 from The University of Texas San Antonio School of Dentistry shortly before it was ranked as the top dental school in the U.S. With encouragement from relatives living in Odessa, Dr. Rutherford chose West Texas as his new home. Over twenty-five years later, Dr. Rutherford has a thriving practice, one in which he has touched and changed many, many, lives.

Offering comprehensive, quality dental care, Dr. Rutherford can perform almost any procedure you can think of—from impacted wisdom teeth, braces and implants, to general dentistry such as filling cavities or yearly cleanings and exams. He won't start a procedure then send you somewhere else to complete it or get you in his office for an evaluation only to send you somewhere else. He will be your dentist throughout your entire course of dental treatment.

There are several things that really impressed me about Dr. Rutherford. He was the first dentist in the Permian Basin to make sedation dentistry a reality. I have always assumed that sedation dentistry was only for complicated procedures, but not so. Dr. Rutherford says patients who are nervous or frightened about any dental procedure are candidates for sedation. They have usually had a bad experience, they gag, can't breathe,





Dr. Rutherford and Staff

*Top Row: Cindy Wilkinson,
Samantha Lewis, Alecia Deaver,
Claudia Bustos, Tracie O'Steen,
Anais Tarin, Veronica Carrasco,
Miyuki Korner*

*Middle Row: Robin Rutherford, DDS,
Nicki Hardcastle, Beth Smith*

Bottom Row: Angela Bennett

or didn't get numb. With sedation dentistry, you take a pill the night before your appointment and another one before you come to your appointment the next day. At the time of your arrival you are evaluated to see if additional sedation is required; and if so, you are given another pill. You don't fall to sleep, you are just in a very relaxed mode. Some patients describe the feeling, "like that of floating on a cloud."

Dr. Rutherford has patients that travel hours to see him because of sedation dentistry, including patients from Hobbs, Jal, Carlsbad, Seminole, Midland, and Big Spring. Dr. Rutherford adds, "It is a Godsend to many patients who could never have dental treatment any other way."

Another strong point is his passion to continue educating himself for his patients. I've never visited with someone as passionate about continuing to learn and sincerely striving to be the very best. I was extremely impressed with the fact that Dr. Rutherford continues these educational dentistry courses over and beyond the required amount so that he can pass on that knowledge to his patients through expert care. "You can never stop learning," says Dr. Rutherford. "I want to be the best I can be, and do that with excellence."

There is an artful science to knowing all the ins and outs in cosmetic dentistry. As I looked over the before and after pictures the doctor showed me on veneers and implants, I was confident that Dr. Rutherford has mastered the art. "I am three times the dentist I was ten years ago because I am still growing and getting better," Dr. Rutherford says. Other before and after pictures can be seen on Dr. Rutherford's web site at www.gentledentaldoc.com.

Dr. Rutherford is currently working on a well known figure here in the Permian Basin. Greg Morgan, meteorologist at KOSA Channel 7 News, struggled with his smile in much the same way I had over the years. Dr. Rutherford has reconstructed Greg's smile with porcelain crowns and veneers. It has been a process, but one that Greg thinks will change his whole life. Greg had previously compensated by learning to smile with his upper lip covering his front teeth, or tucking his head away from people when he laughs. Channel 7 News has followed Greg through his appointments and plans to air a special series in May about his life changing experience. It will be something you don't want to miss!

If you or your child struggles with a challenging smile or a fear of dentistry, consult with Dr. Robin Rutherford. You just might find the perfect smile you've been searching for all your life. 🍏