



The Art of Dentistry
ROBIN RUTHERFORD, DDS
COSMETIC, SEDATION & IMPLANT DENTISTRY
SNORING & SLEEP DISORDERS

Change your Smile.

Change Your Life.

Oral Sedation. Cosmetic and Implant Dentistry.

Dr. Robin Rutherford knows many of his first-time patients would rather do almost anything than visit the dentist. However, when these wary patients — many of whom have delayed much-needed care — experience Dr. Rutherford’s sedation approach to dentistry, a whole new world of possibilities emerges. Soon, these once-reluctant patients have healthy, beautiful teeth worth smiling about.

“Often, at the end of a new patient appointment, they’ll say, ‘Everyone here is so nice, I’ve never had such a thorough exam, with such modern equipment, in any place I’ve been.’ We work hard to make sure that everyone a patient meets throughout his or her appointment offers exceptional care. We strive for an unbroken chain of the best of everything — from professional, highly experienced staff and high tech equipment to financing and scheduling,” said Dr. Rutherford.

This dedication to providing patients with the most comfortable experience possible has earned Dr. Rutherford’s practice a standout reputation in a crowded field of professionals. In recent years, the practice has secured a spot in the top one-half of 1 percent of general dentistry practices in the nation.

Sedation means relaxation

For more than 25 years, Dr. Rutherford has been providing cosmetic, restorative and general dentistry to patients throughout the region, including many who travel from neighboring states. With expertise in dental procedures ranging from implants and cosmetic procedures to orthodontics, oral surgery, snoring and sleep apnea, Dr. Rutherford and his highly trained staff reach out to patients — even those who’ve previously been told they’re “bad patients” — by offering oral sedation dentistry.

This method of conscious sedation allows patients to use oral medications, no IV's, before their dental procedures. For example, a patient may take an oral sedative the night before an appointment, followed by another sedative one hour before arrival at the appointment (driven by a friend or family member, of course). Patients normally sleep and remember very little about their appointments. The benefits, said Dr. Rutherford, are many. Not only can patients receive dental care without experiencing emotional distress, but they are able to have more procedures completed during a single appointment. This saves time, prevents the hassle of scheduling a series of appointments and provides a quicker recovery time.

“Conscious sedation has made a tremendous difference in the practice,” said Dr. Rutherford. “The idea is for the patient to be conscious, but sedated and very relaxed. At the end of the day, most people don't remember their appointment very well — they simply recall the good feelings they have about their appointment. We're able to truthfully tell them, 'You did really well.' I think that makes a difference, and it's one of the many reasons our patients are so loyal.”

Smile Lift

The idea of being able to take away years from your appearance can be very appealing. Fortunately, plastic surgery isn't the only solution. Dr. Rutherford's “Smile Lift” not only offers options to improve your smile, but your facial appearance as well – all without the need of complicated surgery or long recovery periods. Whether a patient's teeth are worn, chipped, broken or decayed, it's possible to “restore that smile to the way it used to look when that person was younger or maybe better than it ever looked,” said Dr. Rutherford.

Dr. Rutherford also can use a quick and convenient laser treatment to adjust a patient's gum line if it is uneven or low. “It makes a huge difference in how a person's smile looks overall,” he said. “If you have a “gummy smile”, you may have pretty teeth, but the top part is covered by gum tissue. By raising the gum line, we can reveal a beautiful smile.” One of the most popular cosmetic procedures at Dr. Rutherford's practice involves dental implants that look, feel and work like natural teeth. In just a few appointments, patients can receive a perfect smile — and a lifetime of confidence — thanks to this long-term way to permanently replace upper or lower teeth. One of the most important benefits, however, is the ability to regain full dental function.

“While nearly every dentist advertises cosmetic dentistry, I believe we do something different than other dentists. Almost any procedure needed can be done right here – we rarely need to refer a patient to a specialist – and at a very high skill level.

An educated expert

Dr. Rutherford's ability to offer such a broad range of dental care — and such satisfactory results for patients — is the result of his dedication to continuing education. Although Texas law only requires a dentist to annually complete about 12 hours of continuing education to remain licensed, Dr. Rutherford voluntarily holds himself to a higher standard.

In the last three years alone, he has taken more than 400 hours of continuing education courses and often travels extensively to learn from the best teachers. He's also a Fellow of the Dental Organization for Conscious Sedation, a distinction achieved by fewer than 2 percent of member dentists. And, as a member of the American Dental Implant Association, he's reached the ADIA's Mastership level; it is the highest level that can be achieved in the organization and is reserved for the top 1 or 2 percent of its members. In addition, Dr. Rutherford is a member of the American Dental Association, Texas Dental Association, American Academy of Cosmetic Dentistry and American Orthodontic Society.

Perhaps the highest compliment comes from Texas Monthly magazine which has featured Dr. Rutherford as one of its "Texas Super Dentist" each year from 2011 to the present."

What lies ahead:

Steady growth and a continued dedication to patient comfort and creating beautiful smiles.

Contact info:

4712 E. University
Odessa, TX 79762
432-367-0202
800-55-GENTLE
GentleDentalDoc.com