

**DR. DEANNE M. RIFE**

**WHAT ATTRACTED YOU TO COSMETIC DENTISTRY** I love the artistry and gorgeous results **WHAT FASCINATES YOU MOST ABOUT THE HUMAN BODY** That an incorrect bite can affect the entire body by causing pain in other areas **WHAT ONE LIFESTYLE CHANGE COULD MOST BENEFIT OUR HEALTH** Come in more often to get teeth cleaned and be proactive about checkups **HOBBIES** Hiking, ballet, biking, tennis, golf, reading **PLACE YOU GO TO ESCAPE THE OFFICE** Mountains of Colorado

**ASK DR. RIFE**

**Q: YOU MENTIONED THAT YOU CAN DO "INSTANT ORTHODONTICS." WHAT DOES THIS ENTAIL?**

**A:** In about two appointments, we can do a specialized veneer process that allows us to straighten and whiten teeth. Instead of being in braces for months or years, we can straighten plus whiten the teeth in only a couple of visits. Sometimes, even after braces, although the teeth are straight, they still need cosmetics because they are poorly shaped, discolored or short. Instant orthodontics solves this in one treatment. I love doing veneers and smile makeovers. I also use neuromuscular dentistry techniques from my LVI training, especially the TENS unit, an instrument to deprogram the jaw muscles and get the muscles happy. When I put teeth into the correct position, the patient is pain-free and looks terrific!

INSIDE INFORMATION

## five-star dentistry

Dr. Deanne M. Rife has been in practice for 14 years providing smile makeovers and offering each guest the "Royal Smile Treatment." "I like to think of our cosmetic dental practice as the Ritz-Carlton for dental desires," she says.

About her decision to attend dental school, she points out, "I am really good with people and am even better with patients." Still, the road to her current position was a winding one for Dr. Rife, who graduated from dental school at age 37. "Becoming what I am now was a big deal," she says. Dr. Rife began as an intensive care nurse in a hospital but switched to dentistry to avoid constantly working weekends. She went on to become a dental assistant and hygienist, and ultimately a dentist.

Dr. Rife began taking continuing education classes at the Las Vegas Institute for Advanced Dental Studies (LVI) and found that the more she learned about cosmetic and neuromuscular dentistry, the more she wanted to know. "I was surprised and very interested to find that the mouth can affect the whole body," she says. "Pain down the arm, shoulder or neck can be caused by an incorrect bite, and when you get the musculature correct, you can relieve pain."

"A lot of Baby Boomers have had such terrifying past experiences with dentists," she says. To counter these memories, Dr. Rife provides an inviting office with the scent of perfumed candles, the sound of classical music, the feel of soothing blankets and the comfort of a hand massage. "It makes me feel good to see how cosmetic dentistry can really change people's lives," the doctor says, "how they start dating again or get a new job due to improved self-esteem."



**DOCTOR OF DENTAL MEDICINE**  
University of Florida

**AFFILIATIONS**  
Academy of Laser Dentistry  
American Academy of Cosmetic Dentistry  
Las Vegas Institute for  
Advanced Dental Studies (LVI)

**AREAS OF EXPERTISE**  
General and Aesthetic Dentistry  
Laser Dentistry  
Metal-free Dentistry  
Neuromuscular Dentistry  
Porcelain Veneers

**LOCATION**  
Winter Park, Florida  
407.628.0200

**WEB SITE**  
[www.winterparkdentist.com](http://www.winterparkdentist.com)

**"We strive to give guests an experience beyond anything they have ever encountered in a dental practice."**

—DEANNE M. RIFE, DMD