

INSIDE: BRAD PITT'S GREEN BUILD • ONE-ON-ONE WITH MARTY TURCO AND PHILIPPE BOUCHER • BREAST CANCER: A PERSONAL PERSPECTIVE

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Patients of Orthodontic
Specialist Dr. Jim Watson

OUR FIRST ANNUAL GREEN ISSUE!

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Light Up Your Smile!

Dr. Jim Watson and His Staff Make Orthodontics Fun

by *anna henry*



Jim Watson, DDS, PA, gives his patients something to smile about. Kids and adults love the relaxed, family-friendly atmosphere, exciting theme-based office décor and personal attention provided by the skilled staff. When patients proudly smile for the first time after their braces come off, an in-office celebration and “photo session” helps them beam from ear to ear.

As the only “Ivy League” American Board Certified Orthodontic Specialist in the North Houston area, Dr. Watson’s patients and their families know that they will receive the best orthodontic care around. It’s not surprising that most new patients come to him as referrals, many of them the children

and spouses of other medical and dental professionals in the area.

Living Magazine recently had the opportunity to talk to Dr. Watson about his unique approach to orthodontic treatment.

LM: You’re known for your gentle chair-side manner, fun-loving spirit, and staying up-to-date on the latest dental technology, techniques, and materials. What’s new at your practice?

Dr. Watson: We want to help patients walk out of the office with that perfect smile when their braces come off. We’ve just added a soft-tissue laser for gingival recontouring. While more involved cases require a periodontist, correcting a slightly uneven gum line gives the smile just the right balance for an aesthetically pleasing result.

LM: Why use a soft-tissue laser?

Dr. Watson: It's pain-free and there's no discomfort after the procedure. There are no shots, no scalpels and no stitching!

LM: What other services do you provide to your orthodontic patients?

Dr. Watson: We have a special new whitening technique that whitens their teeth right underneath the braces! Whitening during tooth movement also works great for our Invisalign™ patients. I also provide selective tooth contouring, which requires no anesthesia, to smooth out rough or jagged edges, polishing your smile for a beautiful Hollywood finish. This is now the complete esthetic package.

LM: You're also known for making it fun to go to the orthodontist. Why is this important to you?

Dr. Watson: We strive to provide an enjoyable and positive treatment experience for patients of all ages. Kids have been in school all day and need a break, or they're coming in on a Saturday morning when they could be doing something else. They love the flat screen G-rated entertainment we have in all our offices, free DVD give-aways, drawings and who could resist our individually-wrapped Twinkies as a snack, with Mom's permission, of course.

LM: Why is having the "All American Smile" important and how does orthodontics play a role?

Dr. Watson: A great smile promotes self-confidence and helps build self-esteem. Straight teeth and a proper bite are the foundation for a beautiful, long-lasting smile. Although we like to create a fun atmosphere for our patients, we take what we do very seriously. After all, the smile you have when your treatment is finished will be with you for the rest of your life.

LM: When should children first see an orthodontist?

Dr. Watson: The American Association of Orthodontists recommends that all children have an evaluation at age seven. Many major orthodontic problems can be avoided or minimized with early intervention.

LM: Do you see many adult patients?

Dr. Watson: Adults are a significant part of our practice. Even if you had orthodontic treatment as a child, you may want to make minor adjustments to your teeth for a better, healthier smile. We treat busy moms and dads, area physicians and dentists, local celebrities, TV reporters, models and actors.

LM: You have a leading orthodontic practice in North Houston and one of the largest Invisalign™ Orthodontic Specialty Practices. Do your adult patients prefer Invisalign?

Dr. Watson: Adults who are good candidates find the Invisalign System appealing. The "braces" are clear, custom-designed retainers that move the teeth. They are barely noticeable up close. Teens with fully erupted teeth may also be good candidates for Invisalign.

LM: What other types of cosmetic braces do you offer?

Dr. Watson: We like to suit your lifestyle! They range from the low profile mini-silver braces with cool colors, to braces behind the teeth, to

About Dr. Watson

Dr. Watson earned his dental degree from Marquette University in Wisconsin. His training continued in Hawaii at the Queens Medical Center, Honolulu where he was one of the chief residents in the department of dental surgery.

Following his hospital training Dr. Watson was selected for a position at the University of Pennsylvania School of Dental Medicine in the Orthodontic Specialty Residency Program at Philadelphia. The two-year post-doctoral residency program at PENN is one of only three Ivy League orthodontic programs in the country and only accepts six residents per year. After completing the post-doctoral program at PENN, Dr. Watson entered private practice in 1997 as a Specialist in Orthodontics.

Dr. Watson and his wife Lisa are the parents of three children.

Dr. Watson is an active volunteer in the community as a disc jockey at area schools and swim team events, and is a local Cub Scout Master.

Doc Watson, his wife Lisa and children Courtney, Jimmy, and Kylie



friction free clear ceramic braces that virtually disappear when you smile. Tom Cruise was sporting these at the 2002 Academy Awards.

Call Dr. Watson's office at 281-955-7612 or 1-877-5-ORTHO-1 today and schedule a complimentary initial consultation. Office hours are Monday-Friday, 8:30 a.m.-5 p.m., Saturday 8 a.m.-noon. Visit www.orthodontics1.net or www.thesmileexpress.com/drjimwatson for more information. Most dental insurance plans are accepted. Financing is available for qualified patients. Dr. Watson is proud to offer special financial arrangements to Veterans of American Forces who have served in Iraq and Afghanistan.



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