

IMMEDIATE RELEASE

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## Revolutionary Anti-Aging “Smilelift” Headlines Cosmetic Enhancement Expo



**Dr. Ritchie Beougher**  
Willow Bend Dental

**Plano, TX** – Dr. Ritchie Beougher will present his revolutionary anti-aging “Smilelift” dental techniques at the D Beauty Cosmetic Enhancement Expo on September 8 & 9 at Dallas Market Hall. Dr. Beougher’s innovative “Smilelift” delivers age-defying results and is an effective non-surgical cosmetic choice to cosmetic surgery.

*“Many people only look at their skin when considering an anti-aging procedure, they never factor in how their smile has changed over the years”,* comments Dr. Ritchie Beougher. *“Using porcelain veneers, we re-support the muscles of the face by building a wider, longer and fuller smile, which gives a facelift effect.”*

Dr. Beougher will be one of the premier keynote speakers, on September 8<sup>th</sup> at 3 pm, presenting *“Look 10-Years Younger In One Day!”* an exciting multi-media smile makeover presentation using real-life patient before and after pictures



To demonstrate the power of Dr. Beougher’s anti-aging “Smilelift” techniques that often leave patients looking ten year’s younger, he will feature an eye-catching cypress wood exhibit at the Cosmetic Enhancement Expo, complete with videos and complimentary computer imaging digital photos to illustrate how a smile change can make you look 10-years younger.

Among an elite group of cosmetic dentists who personally sculpt patients’ new smiles, Dr. Beougher uses his well-developed artistic talents to masterfully sculpt new smiles. Patients begin their smile enhancement with temporary smiles that can be altered to get the exact look they desire. After patient approval, Dr. Beougher then duplicates their one-of-a-kind smile in life-like lab porcelain. This way the patient is never surprised and

always leaves with their dream smile. His “Smilelift” technique is recognized across the country, and he has taught the procedure at New York University and Palm Beach College to other dentists.

Celebrating 20 years this fall, Dr. Beougher and Willow Bend Dental, located at 3001 N Dallas Parkway in Plano offers three dental practices in one – general, cosmetic, and children’s dentistry. Very few dentists in the country have access to the state-of-the-art dental technology necessary to achieve the ultimate smile. Some of the tools of the trade unique to Willow Bend Dental include Trial Smile, Intra-Oral Cam, Computer Imaging Machine, Ceramic Lab, and Lasers. Willow Bend Dental has recently completed an 8,000 sq. ft. remodel that includes an artist’s portrait studio, Moon River Ranch Resort Spa Showroom, a full seminar room for “Nights of Beauty” seminars, a full kitchen, Board meeting room, full spa with masseuse, and coming soon, a Board Certified plastic surgeon with full array of laser skin care offerings.

To accommodate hectic schedules, “Smilelift” patients can choose to have procedures done during the week at the flagship Willow Bend Dental castle building in Plano or on the weekends at Willow Bend Dental’s second location, the nation’s first ranch resort dental spa at [Moon River Ranch](#) near Waco.

*“Instead of scheduling numerous office visits, my Moon River Ranch guests can receive a smile makeover in as little as four hours leaving ample time to enjoy all of the other amenities at Moon River Ranch”, states Dr. Ritchie Beougher.*

While on their smile vacation, Moon River Ranch guests are encouraged to explore the outdoor treasures that include relaxing by the poolside while taking in waterfall and lake views, beach parties on the white sand shore of Brazos River, story telling or stargazing while relaxing in Adirondack chair around a roaring campfire, or leisurely carriage rides, fly fishing, rafting with kayaks on the Brazos River, paddle boats, campfire dining, and horseback riding

For more information about Dr. Ritchie Beougher and Willow Bend Dental call 972-964-5686 or visit [www.WillowBendDental.com](http://www.WillowBendDental.com).

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