

Giving Back More than a Smile

By Adam Clark
Signal Business Writer

Dell Goodrick compares cosmetic dentistry to artistry, and like most artists wants his work to be more than just an income.

For Goodrick, volunteering his time and services to victims of domestic violence has been a way to accomplish this.

"It's very rewarding when someone can look at the mirror and smile and (feel good about themselves)," he said. "To be able to see the change and to heal the wounds is very rewarding."

In 2004, Goodrick worked with a patient who had been battered. In addition to other procedures the woman received through the charity program, Goodrick was able to repair several broken teeth.

"It was amazing to see the change," he said. "(Domestic violence) was something that I observed when I was a kid and it bothered me. This way I felt I could make a difference."

The program is called Give Back A Smile. It was founded by the American Academy of Cosmetic Dentistry in 1999 and boasts more than 800 participating dentists throughout the country.

"The goal was to allow their members to use their talents to help victims of domestic violence," he said. "We're highlighting it because October is domestic violence awareness month."

During the month of October, Goodrick is donating proceeds from whitening procedures to Give Back A Smile.

"We donate our services and the dental supply companies donate the whitening gel and the charity gets \$225," he said.

Since opening his practice in Santa Clarita 11 years ago, Goodrick said he has definitely found what he loves to do.

"I have found my niche," he said. "That's the one thing about teeth - everybody has them so you get to meet all kinds of interesting people."

Goodrick has even trademarked the phrase "A Unique Dental Experience" to describe his Newhall office which is modeled after a redwood forest, complete with running water, natural lighting and relaxing music.

"A long time ago, I knew what I wanted to do (with this office)," he said.

The design of the office is all part of Goodrick's desire to make patients feel comfortable, he said. "Unfortunately we have a lot to overcome in dentistry, but we do it well and we gain trust."

While domestic violence awareness month ends Oct. 31, Goodrick said he plans to continue the program.

"The new Give Back A Smile whitening program benefits everyone," he said. "Not only will patients in our area have whiter and brighter smiles, whitening treatments performed at my office will generate increased resources that will allow the AACD to help more domestic violence survivors."

A Unique Dental Experience is located at 23504 Lyons Avenue in Newhall. For more information, call 254-4000 or visit www.drdell.com.

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