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SMILE! UV RAYS CAN BE GOOD FOR YOU.

FOR IMMEDIATE RELEASE:

BEVERLY HILLS, California-October 2, 2007- Noted Beverly Hills Cosmetic surgeon, Dr. Fardad Forouzanpour is taking the cosmetic beauty industry to a new level by introducing his newest treatment, **painless seven (7) minute teeth whitening.**

Just introduced into the market, the cutting edge teeth whitening treatment, known as the Infinity Professional Teeth Whitening System, **utilizes ultraviolet light** rather than laser, to obtain faster whiter teeth. The first Southern California doctor to own this new and advanced teeth-whitening machine, Dr. Forouzanpour chose to offer teeth bleaching after seeing so many patients who felt insecure about their smiles.

The teeth bleaching process is painless and can be repeated up to three (3) times per visit depending upon the patient's need and color preference. In less time than it takes to buy a cup of coffee, patients can have a brand new smile. Whitening durations vary, but typically last for three (3) months. A quick seven (7) minute follow-up visit is all it takes to keep those pearly whites looking beautiful.

The cost runs \$150 per seven (7) minute treatment; a bargain when compared to what traditional laser teeth whitening costs.

Patients are also given a post-care package containing lip balm, maintenance spray, color chart, toothbrush and toothpaste. A splash of the maintenance spray after coffee or red wine keeps teeth white.

For those who want a little more privacy or are on a tight schedule, Dr. Forouzanpour makes house calls. For a small additional fee, he will provide teeth whitening at home or at the office. Now, that's something to smile about.

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About Dr. Forouzanpour

Dr. Forouzanpour performed five (5) years of Surgical Residencies in General Surgery and Trauma Surgery at Chicago's top hospitals including Edgewater, Thorak, and Cook County. He was selected Chief Surgical Resident at Columbia Olympia Fields Osteopathic Hospital, Trauma and Medical Center.

Dr. Forouzanpour then completed his first Fellowship in Facial and Body Aesthetic and Cosmetic Surgery under former President of the American Academy of Cosmetic Surgery, Dr Richard Caleel. He returned to Southern California to perform a second Fellowship, with renowned Beverly Hills plastic surgeon, Dr. Bernard Koire.

In 1998, Dr. Forouzanpour started his own practice, The Beverly Hills Cosmetic Surgical Group. Dr. Forouzanpour has set the standard for excellence in cosmetic surgery. Double Boarded in General Surgery and Cosmetic Surgery, Dr. Forouzanpour is one of only three physicians in Southern California that is authorized by the American Board of Cosmetic Surgery to operate a Fellowship Program in order to train other surgeons to master the art of Cosmetic and Reconstructive Surgery.

Dr. Forouzanpour is a member of the California Academy of Cosmetic Surgery, the American Academy of Cosmetic Surgery, the American Society of Cosmetic Breast Surgery, the American College of Osteopathic Surgeons Society, the California Medical Association, the Osteopathic Physician and Surgeons of California, the American Osteopathic Association, the Los Angeles County Medical Association and is a Diplomat of the National Board of Osteopathic Medical Examiners.

