

# NORMAN Living

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Dr. Potts and his staff

## Dr. Geoff Potts

### Committed to Norman...and Your Teeth!

By Christine Dillon  
Photographs by Keith Rinearson

Dr. Geoff Potts' office combines the latest in technology with a warm ambience and caring staff, making it a one-stop dentistry shop for everyone in your family. Open at this location since April of last year, the office was custom constructed to Potts' specifications by Lucien Lee. "We are very pleased with the work and are proud of the finished product. It is really beauti-

ful, and is a calming atmosphere for our patients," explained Dr. Potts.

It is an inviting space. Warm wood trim in the form of baseboards and crown molding accents neutral walls filled with art, along with all manner of photos and memorabilia from one of Dr. Potts' favorite organizations, OU's RUF/NEKS. The drawings for the office started out on a napkin, and

Potts is pleasantly surprised by how close to those original plans the finished product has turned out.

Potts offers general dentistry and cosmetic dentistry, and also performs oral surgery and endodontics (root canals). Patients can expect virtually every dental service here with the exception of orthodontics. He graduated from the University of Oklahoma's College of Dentistry,





*The well-appointed interior of Dr. Potts' lobby is filled with original art and all sorts of Sooner and RUFINEK memorabilia.*

and prior to that earned a degree in business, also from OU. "I think it would be wise if more dentists educated themselves in business before dental school," he said.

Cosmetic dentistry is an area of emphasis in Potts' practice. He has attended many hours of continuing education courses at the Las Vegas Institute for Advanced Dental Studies, and is well versed in bonding, veneers and other porcelain work.

He tells a great story about a woman who had come in for a routine appointment just prior to her wedding, scheduled for the next day. She had what was basically a hole in her two front teeth, on the top, which marred her smile. Dr. Potts was able to apply composite to the area (bonding) and repaired her smile just in time for her big day!

The entire office is digital, including x-rays. That means patients experience about a tenth the radiation of a film-based x-ray. Aesthetically, Dr. Potts is on the cutting edge as well. He does not use any metal for fillings, and he works to use as little metal as possible in other procedures.

"For partials, the old way was to anchor them on a metal frame," he said. "The new way to do it is with ValPlast, which is a hybrid vinyl-acrylic, which can be made to match tooth and tissue color. Of course we'd rather not let things get to that point."

Potts is quick to dispel out-dated notions patients may have about tooth care. "True bad teeth are rare. Occasionally someone might have an enamel problem, but most problems are not about the teeth, they're a result of poor care." What should a person do to care for his teeth? "Brush with fluoride toothpaste and use floss," he said. It's that simple. "Don't go out and buy the doodads that claim to work as well as floss. Use floss."

Not surprisingly, Dr. Potts has an opinion about brushes, too. "I am a proponent of Sonic Care toothbrushes. They really help get between the teeth and under the gums. They also come equipped with a timer so you know when to switch sides." Potts went on to explain that whitening toothpastes really aren't very effective and aren't worth spending the extra



*Dr. Potts' office is located at 1020 24<sup>th</sup> Avenue Northwest.*





One of the state of the art treatment bays

money on. Anything with fluoride will do just fine.

Dr. Potts is proud to be a part of the Norman community. He and wife Donna, and their nine-month-old baby girl, Annabella Marie, have made their home here and have begun giving back to the community.

An OU alum, Potts was (and continues to be) a part of the notorious RUF/NEKS, which is a group of, shall we say, *enthusiastic* and spirited young men who in Potts' words "raise Cain for OU athletics." The RUF/NEKS are a

self-sufficient organization that has been responsible for taking care of the Sooner Schooner along with its attending ponies. As president of the group, Potts was one of only a few who had flag waving privileges, which to anyone but a RUF/NEK might be terrifying. Why? Because it involves hanging backwards and upside down off of the back of the Sooner Schooner as it careens around the field.

That was then. These days, he's a little more sedate, at least in the office, and has helped to found and

serves as president of the RUF/NEK Alumni Foundation. The purpose of the foundation, which is quite new, is to provide financial assistance to student RUF/NEKS and to do good things in the community. Potts, along with Kenneth Forehand, Tim Emrick and Tony Van, among others have been integral in taking their organization to the next level.

Which is exactly what Dr. Potts is doing for dentistry in Norman. He's taking it to the next level, and it's one that you and your family will be pleased to experience! +