

Beverly Hills ‘Dentist To The Royals’ Transforms Smiles

From Middle Eastern royals, to beauty queens, to television stars and everyday blue collar workers, Beverly Hills dentist Joseph Goodman is transforming smiles one person at a time.

On South Beverly Drive, sandwiched between iconic restaurants like Urth Caffe to the south and California Pizza Chicken to the north, sits the office of Joseph Goodman, DDS.



Dr. Joseph Goodman

Through an unlikely journey, born and raised in Düsseldorf, Germany – a city with a population of 700,000 is more like a small town or village to North American standards – Goodman made the unusual and wonderful trek from a small town dentist to treating the stars and royals of the Middle East.

Dr. Goodman’s South Beverly Drive office looks like many buildings in Beverly Hills. The lobby downstairs has an outdated appearance, like the architectural design of Los Angeles in the 80’s.

The stairways up to his office are wooden; and although well-maintained, are nothing like the fancy and glamorous Apple store-style glass staircase you would expect from a “royal dentist.”

However, once stepping foot into the top floor of the building, a different ambiance emerges.

Large white marble floors, huge windows, bright modern LED lights, and an unexpected, clean, and spacious 2000-square-foot modern, state-of-the-art dental office in the center of Beverly Hills.

Humble Beginnings

So how did this small town dentist from Düsseldorf and Cologne, Germany make it as the local favorite dentist to the Middle East?

"Lots of hard work... and the law of attraction," he chuckles.

Law of attraction?

Well, Goodman said: "When I studied in Aachen, Germany under the top professor of clinical dentistry, Professor Dr.

Hubertus Spiekermann, I was fascinated with how he had many patients from Arab countries fly in to seek dental treatment from him at the University of Aachen."

Goodman said spending time around Dr. Spiekermann sparked his curiosity into broadening his approach to dentistry.

"While my fellow dental students, Nicole and Ruth were more concerned how to pass the next exam, and which professor they will luck out having for the next course; I was intrigued and stuck with the idea to become an international dentist."

His first step was to leave his hometown

scenes, working with major studios such as the *Dr. Phil* show.

Before a guest goes on air with *Dr. Phil*, Dr. Goodman is called for an immediate and instant smile transformation, so guests can be comfortable with their smile before going on air.



A peek inside Dr. Goodman’s spacious Beverly Hills office

of Düsseldorf and move to an international city – ideally where the climate is mild and is close to the ocean. Los Angeles was his first and only choice.

Dr. Goodman soon became the go-to dentist for the beauty industry.

Almost every beauty queen of the past several years have been treated in his office. Recently, Dr. Goodman treated Miss California 2017, India Williams, and was even featured with her on live TV on KTLA.

Goodman is also busy behind the

Many of these people, Goodman finds, are hard-working, middle class Americans with little-to-no access to sophisticated dental care.

The guests of the *Dr. Phil* show often remark, "How did I let my teeth go bad for so many years and why did I not invest in my smile years ago?!"

Their smile transformations at the capable hands of Dr. Goodman are often met with bursting into tears of happiness.

Beautifying Tyrica’s Smile



One of Dr. Goodman’s greatest sources of pride are stories like that of Tyrica, who was featured on *The Doctors* television show. Tyrica, a postal worker and mother of three, was born with tiny baby teeth and required extensive dental work. Her smile was the biggest handicap toward a happy life.

"Due to her poor oral health, Tyrica’s smile was so bad, that she would literally hide her mouth with her hands," Dr. Goodman said.

After being featured on *The Doctors* and explaining to Tyrica what had to be done to restore her smile, Goodman surprised her with the creation of the “Dream Team,” which consisted of dental experts who, in a five-month effort, completely transformed her smile.

Dr. Goodman explains, "With the right team of specialists, Dr. Ricardo Raschovsky, a gum specialist and Dr. Alan Kaye, an oral surgeon; both in Beverly Hills, we can create miraculous smile makeovers, that last."