



## **PURE Dental to Open Dallas' First Contemporary, Eco-Friendly Dental Office at Mockingbird Station**

*Innovative practice will give North Texas reason to smile in 2009 when it debuts its dynamic concept, blending chic interiors and a "green" commitment to dentistry and overall wellness*

DALLAS (Dec. 12, 2008) – PURE Dental, Dallas' first contemporary, eco-friendly dental office, will open its doors Friday, Jan. 30, 2009, at a renovated space in the hip Mockingbird Station. This innovative practice will introduce a fresh and progressive approach to affordable dental care, blending an ultra-modern office environment with "green" products/procedures that are both uncommon in dentistry and unique in North Texas.

"I wanted PURE Dental to create a cleaner, healthier, more environmentally responsible dental experience, while empowering and equipping our doctors, our staff and our patients to live a more 'pure' lifestyle," said Dr. Brody Hildebrand, a Dallas-based dental specialist and lead developer of the PURE Dental concept. "It's the fundamentals of pure living, pure thinking and pure dental care – within our decidedly patient-centric focus – that guide every decision we make."

Dr. Hildebrand has defined the three-pronged philosophy behind his brainchild as follows:

**PURE Living.** PURE Dental is mindful of patients' busy lifestyles and caters to them by staying open late at least one evening per week and one Saturday per month. The space also will have a "Mac Bar" located in the lobby for business, pleasure or learning, and will make tips for green living at home and work available. PURE Dental accepts most insurance plans and provides services at reasonable prices.

**PURE Thinking.** PURE Dental understands each patient's desire for a personalized experience so every room will have an iPod deck with a customizable playlist, and free Wi-Fi in the space as well as on the adjacent patient patio. PURE Dental makes charitable giving easy because they know their patients care about more than just their own lives. Through an automatic donation process related to dental crowns and root canals, patients can direct a portion of their payment to a charity PURE Dental supports.

**PURE Dental.** The staff will provide patients with the best of both worlds: A fresh, modern environment that offers comprehensive, quality care from experienced dentists and specialists—all at an affordable price.

In addition, PURE Dental will be implementing a host of environmentally conscious day-to-day operations, including a 100 percent paper-free office, digital charts and radiographs, low energy computers and monitors, and incentives for patients to use mass transit. These initiatives are part of an overall effort to achieve interior LEED certification. PURE Dental will be putting an emphasis on all-natural, eco-friendly products and services by offering "green" dental products alongside conventional ones; providing a snack bar with organic food and drinks; and opening its own dental lab with the highest quality, non-toxic, metal free restorations.

To learn more about PURE Dental or to make an appointment for January 2009 (now booking), visit [www.puredallas.com](http://www.puredallas.com).

**About PURE Dental**

Merging eco-friendly practices into a fresh, progressive approach to dental care, Dallas-based PURE Dental offers an innovative, excellent choice in dental services at an affordable price. We continually strive to make the typically awkward dental visit comfortable for our patients, delivering a truly customized experience to each, while providing both conventional and “green” products. To learn more about our “PURE Living, PURE Thinking, PURE Dental” philosophy, visit [www.puredallas.com](http://www.puredallas.com).

###

**News Media Contact:**

Lauren Benson  
Moroch Partners  
(214) 252-1713  
[lbenson@moroch.com](mailto:lbenson@moroch.com)

**PURE Dental Contact:**

Sara Marshall  
Office Manager  
(214) 824-PURE  
[sara@puredallas.com](mailto:sara@puredallas.com)