

"It's the experience!"

- DR. BRADFORD PICOT



SouthEnd Dentistry

Bradford Picot, DDS

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Known as one of the most talented and dynamic cosmetic dentists in the Charlotte region, Dr. Bradford Picot produces lifelike restorations and handles many complex cosmetic cases on a local and national level. International visitors also come to SouthEnd Dentistry to find out about dentistry in the U.S. Using the latest techniques, state-of-the-art equipment and keen attention to detail, Dr. Picot changes lives with the highest quality dental care.

He and his team at SouthEnd Dentistry provide cosmetic, comprehensive and restorative treatment in a full-service dental spa that delivers unmatched patient comfort. From the putting green and basketball hoop to the Internet café, juice bar and massage chairs, SouthEnd Dentistry makes the extra effort to help patients feel calm and at ease.

"Patients are greeted by an amazing team and relaxing waterfall when they enter our practice," Dr. Picot says. "It's our goal to show patients that the experience does not have to be scary and can actually be relaxing."

SouthEnd Dentistry offers general dentistry and cleanings for the entire family, as well as clear braces, Invisalign, same-day crowns, veneers, implants, whitening and smile makeovers. The practice also uses the DIAGNOdent cavity detecting laser and digital X-rays to minimize radiation. To help today's busy families, SouthEnd Dentistry offers convenient evening and Saturday hours.

SouthEnd is heavily invested in philanthropic efforts around Charlotte, donating more than \$50,000 annually in charitable dentistry, contributions, and sponsorships. "To whom much is given much is required," Dr. Picot says. "I have always lived by this and realize that my business holds the same responsibility."

With his commitment to stellar oral care, Dr. Picot was voted a Top Dentist by his peers for the fifth consecutive year in Charlotte Magazine's annual Top Dentist issue.

"It's been a pleasure serving Charlotte, and we don't take our honors lightly," Dr. Picot says. "The smiles and changes that we're able to create in our patients' lives are as rewarding for me as it is for them."