

James Rabe ([00:02](#)):

Now you don't, one of the questions is what do you love about your specialty? And I'm sure you're going to say the patients right.

Dr. Collins ([00:08](#)):

To be honest. Yeah, of course the patients are amazing. Um, one of the things I love about orthodontics is, um, you know, the opportunity to kind of solve cases. Like it sounds crazy, but every case is like a puzzle and they come into me and I get to look at each case. And really the planning part is the most important part. And so I have to figure out how to get from point A to point B, visualize what the results should look like. Uh, and that's really fun for me, but I think the bigger, the biggest thing for me that I enjoy about this is the opportunity to serve our community, to serve our patients and maybe carry out a greater, uh, a bigger purpose that's, uh, that is just it. Isn't just teeth.

James Rabe ([00:44](#)):

And here's the thing. Um, you do that because you are so hugely popular on Tik TOK it's can you even imagine how many people you helped on it?

Dr. Collins ([00:53](#)):

Yeah, it's, it's been kind of a wild ride. I mean, it's one of those things where we didn't really expect it to blow up like it did. And you know, when we opened this art account two years ago, and I think people just enjoyed the educational component of it, the fun component, the relatable relatable kind of funny sketches too. And we've just tried to be more approachable and, and help people in any way we could.

James Rabe ([01:13](#)):

Right. But you also help organizations that are trying to raise money and such how do you, how do you, how, how, how do you get that?

Dr. Collins ([01:19](#)):

Uh, I think time is one thing I wish I had a little bit more, but I think it's just being really efficient with our time. And, um, when you believe in something that's bigger than yourself and you try to use social media as a platform to really show who you are and what your mission and vision are in life, it's really a fun journey. Okay.

James Rabe ([01:38](#)):

Um, is there any, is there any Tik TOK that stands out as your most cringe worthy that we should make sure we,

Dr. Collins ([01:42](#)):

Okay. There's a few tick talks where some of we have some really good dancers on this team. They'll they'll dance. And then they'll rope me into doing something like a dance in the background. Those are totally cringe-worthy. So if you go see some of the ones where you catch me dancing in the background, you will create.

James Rabe ([01:57](#)):

And I, and I can assume you're not taking part in the, uh, tic-tac, uh, what's it called? The, the, the trend where people are using male enhancement cream on their lip.

Dr. Collins ([02:08](#)):

No, I cannot even keep up with all the horrible trends that are out there. I actually, I spend so much time trying to kinda take false things that are being spread around about teeth and trying to show them like, what is, and isn't true. So I'm not surprised that's another trend out there.

James Rabe ([02:25](#)):

What is that? What is it? What are, let's say three things people should know that are myths about teeth or orthodonture, that's not right.

Dr. Collins ([02:32](#)):

A great question. I'd say one of them is with tooth whitening lights. I see those all over the place. Um, it's actually not whitening lights that are really whitening the teeth. It's um, one of the things that it's the gel, it's the hydrogen peroxide within the gel and the light is just an activator of some sort. So that's one thing we've talked about. Um, another one is we've S uh, gosh, I think I've literally seen it all. Um, charcoal toothpaste is one of those things. People kind of misinterpret what it's actually being used for. I think a lot of people it's going to whiten your teeth. It's going to whiten your teeth. Actually, it's just removing a stain layer. And when overused, uh, we see people actually wear down the enamel on their teeth. And so it's not actually lightening the color of your teeth.

Dr. Collins ([03:09](#)):

It's just removing stain. But if you too much equals not a good thing either. Uh, so we see a lot of that kind of stuff. And then we see some wild things on there. People are putting spices in their mouth, they're doing banana peel. I've seen a banana peel being put on somebody's up. I've seen people filing their own teeth at home, doing their at home braces. So we try to, like, what I try to do is in a way that doesn't shame them, I try to find ways to say, Hey, this isn't really a great thing for your teeth. And here's why,

James Rabe ([03:36](#)):

Well, yeah, you want to put out information so they can be educated about it. I think so. Um, I always figured the reason that, uh, charcoal worked was because for a little while, your teeth were really dark and anything compared to that dark would look like it was bright and white.

Dr. Collins ([03:49](#)):

I mean, that's some good logic there too. Yeah, no, charcoal is just a, it's an abrasive, it's trying to scrub things. It's it doesn't quite work the same as like a whitening gel. And I think people get confused by that.

James Rabe ([03:58](#)):

Oh, well, how far away have you reached, do you have folks watching you in Japan or,

Dr. Collins ([04:02](#)):

Yeah, I do. I think our reach that there's a lot of people in the UK and Australia, but really all over the world. We actually had, uh, one of my orthodontic colleagues I met at a meeting last year told me that they've actually taken a lot of our, um, our videos and dubbed them in Russian. So he said, we're actually got a lot of videos going vegan Russia too. So there's, there's a lot of they're all over the place. And, uh, I just hope they help you.

James Rabe ([04:27](#)):

And, uh, you know, uh, this winning this townie has to be just such a giant feather in your

Dr. Collins ([04:34](#)):

Crown. Absolutely. Is it,

James Rabe ([04:36](#)):

Is it better than chocolate cake, Brussels sprouts?

Dr. Collins ([04:39](#)):

Definitely better than Brussels brows and chocolate cake. It's on par with chocolate cake. And that says something because I love chocolate cake better than puppies. Um, my, my daughter would say, no, she says with puppies, but I'd say it's up there as well.

James Rabe ([04:52](#)):

Oh, that's very nice of you to say, uh, thanks for your time today. I really appreciate it. It's my pleasure. Have a great day. And thank you for reaching out to people and helping them through tic-tac.

Dr. Collins ([05:00](#)):

It's absolutely my pleasure. Thanks again.