

Dr. Bob Ibsen

Dr. Robert Louis Ibsen was born December 18, 1931 to Albert and Julia Ibsen in Los Angeles California. He died on May 14, 2016 at his home peacefully surrounded by his family.

He was raised in Los Angeles, graduating from Mount Carmel High School and going on to earn his degree from Southern California College of Optometry in 1953. Shortly after, he decided that dentistry was his true passion; he applied to University of Southern California and received his degree in dentistry in 1958.

In between becoming an optometrist and becoming a dentist, he married his high school sweet heart Marcia Ricks, with whom he shared 62 wonderful years. Santa Maria would be the place they would raise their family. After 7 years of practicing with his close friend Dr. Harold Case, he decided to open his own dental practice, where he continued to work until his death.

Throughout his life, Bob continued to develop his professional life through post-graduate courses. He was one of the pioneers of cosmetic dentistry, leading projects resulting in over 30 patents. He served as Clinical Instructor at USC's School of dentistry and Clinical Lecturer in the Department of Operative Dentistry at Boston University. He was awarded 9 Fellowships within the dental profession. He even co-authored the first book on adhesive dentistry and lectured to thousands of dentists around the world. He changed the face of cosmetic dentistry with his products and philosophies, eliminating the need for shots and drilling.

In 1974 he started Den Mat Corporation and hired Richard Glace as his chemist to translate his ideas into materials that solved a myriad of dental needs. What began as a small business with 10 employees in the confines of a house on West Cook Street, Den Mat evolved into a business larger than anyone could have dreamed. Fifteen years, four moves and 600 employees later, DenMat became home to Rembrandt Toothpaste, the first ever whitening toothpaste, and began a revolution in the world of dentistry. Rembrandt was purchased in 2004 by Gillette. Never one to sit still, Bob began on his next venture. He shifted his focus from toothpaste to minimally-invasive veneer placement, launching the Lumineers brand. After a long and successful run, the business was sold to a private equity group in 2007. With too much energy to retire at 74, Bob continued teaching and practicing cosmetic dentistry until the very last months of his life.

While Bob loved every second of his professional life, there was nothing that he cherished in life more than spending time with his family and friends. Sunday night family barbecues, golf cart rides around the property with his grandchildren, morning coffee on the porch with Marcia, and monthly poker games with his best friends were some of his favorite past times.

You could not know Bob without knowing his huge heart and his generosity. He gave his time to the community, providing free dental care to those who could not afford it. His contributions to many organizations put underprivileged students through high school, college, and graduate school. He even sent dental students to clinics around the world to provide healthcare for impoverished towns.

Robert is preceded in death by mother, Julia and father Albert. He is survived by his wife Marcia, son Robert Ibsen, daughter Noreen Freitas and daughter Catherine Reed and husband Parish. Also

grandchildren Lauren Freitas, Matthew Freitas, Michelle Freitas, Connor Kellogg, Brendan Kellogg and Chloe Reed. Also brother Howard Ibsen, brother in law Earl Ricks and 7 nephews.

Our family mourns the loss of our father, uncle, brother and grandfather. Many others mourn the loss of a mentor and friend. His intelligence, honesty, integrity and wit earned him the profound respect and friendship of family, associates, peers and even competitors. His life long achievements will continue to impress, inspire, and motivate others for generations to come.

A Funeral Mass will be held on Friday, May 20, 2016 at 1:30 pm at St. Mary of the Assumption Catholic Church with burial to follow in the Santa Maria Cemetery.

Gifts may be made to St. Mary of the Assumption School, St. Josephs High school, The Good Samaritan Shelter, and The Marian Foundation all in Santa Maria.

To leave a condolence for the family visit www.dudleyhoffmanmortuary.co

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