

THE BUSINESS, CULTURAL, SOCIAL & SPORTING LIFE OF SINGAPORE

SINGAPORE TATLER™



AUGUST 2005 \$8.00 (INCL. GST)



STAR QUIRKS:
CELEBRITY
ECCENTRICS

SINGAPORE'S
WOMEN OF
SUBSTANCE

PERANAKAN
PRIDE



The POWER Issue

PLUS PEOPLE, HOMES, PARTIES, DINING OUT AND MORE



Daum

Division of Daum Fine Arts, Seoul, South Korea

Phone: Tel. 82 2 312 2312

la prairie

SWITZERLAND

1000 la prairie, 41 Montparnasse, 1200 Lausanne, 1225 St. Gallen
17A, 18 Avenue de l'Industrie, 1200 Geneva, 1211, 2011

MAUBOUSSIN



Singapore Tel: 6754 8788 www.mauboussin.com

BEZEL

THE WATCH COLLECTORS' GUIDE

#85 01 Faber Road, Singapore

LOANG & NOI

790 Orchard Road, Singapore (Opp. #1, 25, 34, 35, 36, 37, 38, 39, 40)
www.loang-noi.com.sg

Coutts

100 Market Street, Singapore

A man in a dark suit, white shirt, and red tie stands in a dimly lit room. A lamp with a yellow shade is visible behind him, casting a warm glow. The background includes a patterned chair and a wall with a decorative element.

A Matter

It's mid-morning and you're called upon to deliver a speech at a moment's notice. Your problem teeth will be on display for all to see. But there's really no need to grin and bear these excruciating experiences anymore. Cosmetic dentistry developments make perfect smiles accessible to all.

Your smile is one of the first things others notice about you, that first flash of teeth giving an immediate impression of who you are. More than any other facial feature, your smile sets the stage for what follows.

But many of us overlook the disrepair of our teeth thinking others won't notice the gaps, discoloration or chips. Now, with the advent of cosmetic dentistry, our smiles can finally triumph, providing us with the confidence to beam widely, knowing our teeth won't let us down.

Customised smiles are more easily accessible than you think. Having practiced cosmetic dentistry for 15 years, founder and cosmetic dental surgeon, Dr Ernest Rex Tan, and wife and business partner, Grace Chong-Tan, started Smile Inc. Dental Surgeons in 1997 to bring you The Couture Smile.

So forget about extreme makeovers accompanied by weeks of recovery and pain. If you need a new smile in order to feel

Smile Inc. Makeover system involves a thorough and individualised planning of objectives with clients on the first visit. Work is sometimes commenced on the first visit as, often, only a single procedure is required to effect a significant transformation. This is where the experience and skill of the cosmetic dental surgeon make a real difference, by identifying and correcting the aspects that will best beautify and enhance the client's smile. Lasting many years with proper care and maintenance, the results of Smile Inc.'s cosmetic dentistry are long lasting.

Dr Tan, who embarked on his dental career after graduating from the National University of Singapore and the renowned postgraduate restorative dentistry programme at the Eastman Dental Institute of London says: "Smile Inc.'s cosmetic treatments are an effective and practical method for closing gaps, whitening and straightening adult teeth when they are fully developed."

Smile Inc. Dental Surgeons is now a

them refer their family and friends to us – it's a measure of their trust in us."

Busy mum, Danielle Alderson is happy with her new smile: "Before I was embarrassed to smile, but now I have no

“ Clients remember what you've done everyday when they look in the mirror, and they ring me to say how happy they are with their new smiles ”

qualms about smiling widely." Andra Leo, another satisfied patient, says the treatment produced a "complete transformation" and adds that she has never had teeth "looking so good." MCI Asia Pacific Managing Director, Mark Russell, who is often photographed by the media, "now feels more comfortable and confident before the camera," since being treated by Dr Tan.

Increasingly, clients are recognising the value of a great smile and are more willing to invest in it. Dr Tan also confirms that a couture smile is just as important to men who are in the limelight through business and work, as it is to women, having had an equal demand from both men and women for The Smile Inc. Makeover. Indeed, the success of Smile Inc. is easy to measure, for men and women alike. Half of Dr Tan's customers live overseas and his client list reads like a who's who, including royalty, celebrities and high ranking officials and CEOs.

Of Trust

His client list reads like a who's who, including royalty, celebrities and high ranking officials and CEOs

confident about facing the public, Smile Inc.'s holistic approach to a cosmetic dental makeover may be the answer, especially if you don't have the luxury of taking weeks off work. As Dr Tan confirms, reality TV makeover shows aren't realistic: "The extreme makeover TV contestants take months off work, unlike Smile Inc.'s clients who have their problems sorted out in just one or two visits over a week."

Offering non-invasive, quick, safe and painless cosmetic techniques, The Smile Inc. Makeover with Dr Tan can transform your smile and appearance in one visit, turning a concerned smile into a couture smile. The

household name in Singapore's dental industry and Dr Tan is the first and only dental surgeon in Singapore to perform the revolutionary Britesmile laser teeth whitening procedure. In addition to teeth whitening, Dr Tan's hallmark procedure, The Smile Inc. Makeover, has transformed and enhanced thousands of smiles over the years.

Congenial and candid, Dr Tan says: "Smile Inc. provides me with huge emotional satisfaction – clients remember what you've done every day when they look in the mirror, and they ring me to say how happy they are with their new smiles, it bestows an immediate benefit on clients and many of

SMILE inc. Solutions

- Replacing Missing Teeth
- Closing Gaps Between Teeth
- Straightening Uneven Or Crooked Teeth
- Whitening Dark Or Stained Teeth
- Restoring Chipped And Worn Teeth
- Restoring Broken Teeth
- Reshaping Fanged Teeth

SMILE inc.®

DENTAL SURGEONS

Suntec City Mall 3 Temasek Boulevard #02-124/126 Singapore 038983 Tel: 6733 1802 Fax: 6733 6023 Email: smileinc@pacific.net.sg