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18 **Special** SPIRIT OF ENTERPRISE AWARDS 2009
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Dentists to make you smile

Dental chain Smile Inc combines expertise with technology to give patients beautiful smiles and whiter teeth

Ahmad Osman

IT TAKES only one hour for Smile Inc. Dental Surgeons to use its laser system to make patients' teeth whiter.

The painless procedure with no injection or cutting was introduced here in 1997 by Smile Inc. and is one of its make-overs for beautiful smiles.

Others include the Smile Lift for people with unsupported lips and cheeks who appear to have no teeth when they are smiling.

"You do not see the teeth when they smile because everything has been worn out," says Dr Ernest Rex Tan, who is a founder and director of Smile Inc.

"We rebuild the structure, the form and shape of the teeth to lift their smiles and enhance support for the lips and cheeks.

"We transform and beautify smiles. We customise the solutions for individual patients."

Dr Tan, 41, is a specialist prosthodontist focusing on cosmetic and reconstructive dentistry.

He and his wife, Mrs Grace Chong-Tan, 41, set up Smile Inc. in 1997 to provide good value and high quality dentistry to patients here and in the region.

She is a founder and managing director of Smile Inc. Their practice is a winner of the 2009 Spirit of Enterprise award.

The award recognises Smile Inc. as a trusted brand which uses leading edge technology and expertise to provide great value and quality dentistry.

There are three Smile Inc. branches in Suntec City Mall, Forum Mall and One Raffles Quay. The fourth opens in January next year in Mandarin Gallery.

Smile Inc. has seven dental surgeons here and a large pool of local, international and expatriate patients.

Dr Tan says: "There is an unspoken level of trust and understanding that we enjoy with our patients. Most of them become good friends."



Dr Tan and his wife Grace set up Smile Inc. to provide customised dental solutions for patients. PHOTO: CHONG JUN LIANG