

THE SPIRIT OF HIGH SOCIETY

# INDONESIA TATLER

*Lessons  
Learned*  
From Society  
Mothers

*A Tatler First*  
Surabaya  
Society Ball

*B.K. Modi*

EXCLUSIVE INTERVIEW WITH INDONESIA TATLER

MAY 2010 RP.80.000











# Big Bright Smiles

**WHO** doesn't want a big white smile? Smile Inc, a Singapore dental chain led by Dr Ernest Rex Tan allows everyone to possess a dazzling bright smile

**A** winner of the Singapore 2009 Spirit of Enterprise award, Smile Inc provides an innovative way to whiten patients' teeth using a painless laser system, which Dr Tan introduced to Singapore and Smile Inc in 1997. Aside from this service, Smile Inc also specialises in improving the structure, form and shape of teeth that lifts up the patient's smile. "This begins by truly observing the patient, seeing how the teeth are shaped, if there is enough support to the lips and cheeks. By being ever so detailed in our observation, we are able to customise a new brighter smile for the patient," says Dr Tan, who is all of 41, and is a specialist prosthodontist focusing on cosmetic and reconstructive dentistry. Called the Smile Lift procedure for people with unsupported lips and cheeks who appear to have no teeth when they are smiling, this treatment has grown popular and truly sets Smile Inc apart. "We transform and beautify smiles through revolutionary procedures and tailor the solutions specifically for individual patients."

Along with Mrs Grace Chong-Tan, Founder and Managing Director of Smile Inc, the company has seven dental surgeons and sees a large pool of local, international and expatriate patients at their four practices in Singapore's Suntec City Mall, Forum Mall, One Raffles Quay and the newly opened Mandarin Gallery on Orchard Road. "This new office at Mandarin Gallery was set up to cater to their existing pool of local and expatriate patients, in particular, Indonesian patients and tourists visiting Singapore, providing advanced, quality cosmetic and general dental services at a centrally convenient location along Orchard Road, Singapore" says Mrs Tan.

Committed to providing patients with the best dental care, Dr Tan has earned the trust of many clients and continues to strive to provide even more people, quality cosmetic dentistry.