

THE SPIRIT OF HIGH SOCIETY

# INDONESIA TATLER

*DOUBLE  
COVER*

Celebrating  
Chinese New Year  
with our  
“IT” Ladies

*Leaping  
Forward*

HARIARA TAMBUNAN ON  
THE SPIRIT OF NATIONALISM

JANUARY 2013 - RP. 85.000



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Singapore's **SMILE INC. DENTAL SURGEONS PTE. LTD.** has many reasons to smile about



#### **Outlet Opening**

Singapore's SMILE INC. DENTAL SURGEONS is opening its latest and new flagship at Marina Bay—The Sail on February 2013. This first-of-its-kind clinic is built in luxe, timeless chic style with duplex frontage. The top-of-the-line architecture and décor is complemented by state-of-the-art technologies, such as the latest CT Cone Beam Scanner for excellent implant placement. To usher in the new year with a bang, this new multi-disciplinary specialist centre offers all services under one roof, offering its patients time efficiency, as well as immediate and multi-disciplinary specialist care.

#### **Years of Expertise**

Opened in 1997 with the vision of making Singapore the dental hub of the region, Smile Inc. now has three outlets in Singapore: Mandarin Gallery (#04-18), One Raffles Quay (North Tower, #09-02), and Suntec City Mall (#02-124/6).

When its first clinic opened in 1997, the business model and the philosophy of providing value-added dental care was so well-received that within a year, Smile Inc. Dental Surgeons was invited to start a second practice at Forum the Shopping Mall in 1998. The Smile Inc. Clinic at One Raffles Quay was opened in 2007 in response to our patients' requests as their offices had moved to the new Marina Bay downtown. In 2010, a Smile Inc. dental boutique concept was set up at Mandarin Gallery, which was a first-of-its-kind. The number of clinics and their locations are carefully selected as part of our plan to offer high-quality dental services.

Through the years, the name Smile Inc. has been associated with distinct and modern dental facility; high-quality dental care and services; latest techniques and state-of-the-art technology and facilities; and patient-friendly ambience, which will allay any fear of visiting a dentist.

#### **Many Firsts**

Smile Inc. Dental Surgeons was the first dental practice in Singapore and Asia next to Japan to offer the revolutionary Laser Teeth Whitening technology in 1997, enabling patients to significantly whiten their teeth in just one visit to the dentist. To this day, Smile Inc. Dental Surgeons remains to be the only practice in Singapore to employ a Laser Teeth Whitening technology, truly a gold standard in teeth whitening.

Dr. Ernest Rex Tan had the privilege of transforming and enhancing many of his patients' smiles over the years. He developed and trademarked The Smile Inc. Makeover, a series of principles and cosmetic dental techniques that resulted in patients' improved self-image, confidence and quality of life.

Smile Inc. was also the first few to use hospital standard equipment in our sterilisation methods within a private practice as early as 1997.

#### **Fruitful Future Ahead**

The multi-awarded Smile Inc. Dental Surgeons' past performance is a good indication of how it will delve well into the future. Smile Inc. is a recognised name in high-quality dental care, particularly cosmetic and reconstructive dentistry, serving local, as well as international clientele, which spans the gamut of families of CEOs, members of high society set and royal families. For more information, e-mail: [contact@smileinc.com.sg](mailto:contact@smileinc.com.sg), or call +65 6733 1622. ■