

THE SPIRIT OF HIGH SOCIETY

# INDONESIA T A E R

*Making  
their Mark*  
Women  
Ministers

*Behind  
El Bulli*  
Chef  
Ferran  
Adria

*Ratih Soe*

TANGO AND KEBAYA: PERFECT SYNERGY

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## Creating a Unique Smile

**MANY** people are conscious of their teeth. Some have crooked teeth, while others greatly need whitening to improve their smile and overall look. Smile Inc, a dental chain in Singapore, caters to the increasing demand for cosmetic dental services, as it has spent years of experience in transforming and beautifying smiles

**L**ed by Dr Ernest Rex Tan, Smile Inc's founder and director, the chain focuses on the aesthetic aspects of dentistry. "People nowadays are very much aware of their appearance. This is especially so when it comes to their smiles. We have an increasing number of patients who come in regularly to have their teeth whitened or cleaned." Using an innovative laser system to whiten patients' teeth, which Dr Tan introduced to Singapore in 1997, the procedure is painless and has grown widely popular with clientele who want beautiful smiles.

Offering cutting edge quality dentistry, Dr Tan caters to a wide variety of clients, from the masses up to the affluent set. With three branches - Suntec City Mall, Forum Mall and One Raffles Quay - Smile Inc endeavours to reach even more people with its fourth branch which recently opened at the Mandarin Gallery, Orchard Road. "Smile Inc's mission is to provide patients with services that cater to their specific needs. Our Suntec branch caters

to not only top personalities, politicians and business big wigs, but is also key in delivering Smile Inc. Makeovers as Laser Teeth Whitening and Instant Braces by Dr Tan to all who hanker after the Hollywood glamour smile. Our Forum Mall branch provides services that are for children and family dentistry, both to a large population of expat families and local residents. Our One Raffles Quay branch on the other hand sees many individuals from the new financial district. Our fourth branch at the Mandarin Gallery is more focused on lifestyle, Advanced Cosmetic and Implant Dentistry," elaborates Dr Tan, who is a Specialist Prosthodontist, focusing on Cosmetic and Reconstructive Dentistry.

But what sets Smile Inc apart is the advanced techniques they use in providing services that





**SMILE inc.**  
DENTAL SURGEONS



its vision to help clients have beautiful smiles, many clients have become friends of Dr Tan.

The Newest Practice at The Mandarin Gallery will further Smile Inc's undertaking to provide Aesthetic, Personalised Smiles to its clientele. With its ideal location along Orchard Road, the clinic caters to both the local and to a large extent, an international Clientele. Smile Inc. provides services for Instant Braces, which is the advanced application of carefully designed Cosmetic techniques to align and beautify- crooked, crowded, gaps between teeth and other forms of maligned teeth in one to two visits. No Surgery, No Extractions, No Wires, are required. "This technique is suitable for adult patients who may have missed out on having braces to straighten their teeth when they were younger. The office also performs Aesthetic dental implants. For this, we have a team of dental specialists who have the relevant expertise and experience to manage both the hard and soft tissue aesthetics, immediate loading of high quality implants, i.e. Immediate Implants, as well as maintenance of implants. The services we mentioned are highly popular as they are effective and efficient and do not involve much downtime on the patient's part. This certainly caters to the sophisticated, affluent clientele whose demand for Instant good looks and gratification is currently and widely prevalent." ■

help people not only to improve their smile but their overall appearance, "Each person has unique and different features. And this is the premise with which we try to help our clients develop better smiles. By consulting with them and evaluating their facial features, smile lines and proportion, we are able to customize solutions that will transform and beautify their smiles. Subtle modifications to the contours, shape and proportion of their teeth will result in their smiles becoming fuller and younger, with enhanced support for the lips and cheeks. This is a highly personalised and customised service, one that greatly varies from person to person."

This is the reason why Smile Inc has earned the trust of many clients over the years. With