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A Dazzling Smile

Far from the intimidating facade of a typical dental clinic, **SMILE INC'S** newest branch at Mandarin Gallery is an inviting space for its specialised procedures

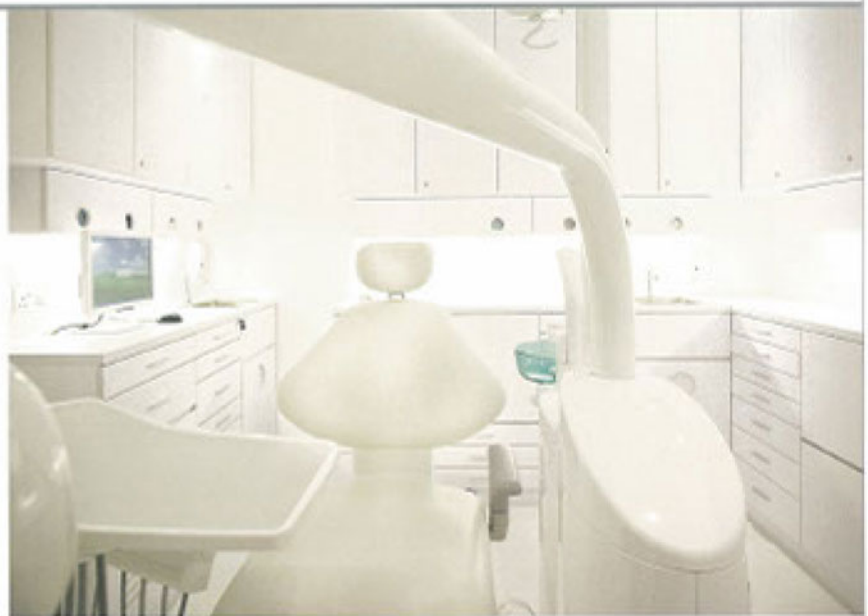
Transforming smiles since its first practice was set up at Suntec City Mall in 1997, Smile Inc has established a firm foothold in cosmetic dentistry. It was clear that founders Dr Ernest Rex Tan and Grace Chong-Tan were on to something good from the get-go, as the following year saw the second clinic, a child-themed one, open at Forum Shopping Mall. By 2005, Dr Tan had completed the 10,000th cosmetic procedure, and in 2007, the third clinic opened at One Raffles Quay. The newest clinic at Mandarin Gallery is set to be the snazziest looking one yet.

Showcasing new initiatives and cutting-edge technology, the clinic, which opened in February 2010, focuses on cosmetic dental work and implantology. Described as "modern luxe meets timeless chic," it boasts fluid lines and high gloss finishes in black and red. The cosy, carpeted waiting area puts patients at ease before they enter their treatment room, and features a montage of mirrored geometric panels that serve as design details. At the helm of the creative direction for the Mandarin Gallery outlet was friend and celebrity architect and interior designer Peter Tay, who shared Chong-Tan's attention to detail. The resulting design was something works apart from the usually sombrel set-up of a dental practice. But that's where the unpredictability ends.

When it comes to its procedures, Smile Inc believes in "predictability, comfort, strength and aesthetics." The treatment rooms retain a classic clinical white to emphasise a clean and elegant environment. LED television screens offering movie-on-demand services provide a pleasant distraction during treatments, not that patients have anything to fear. Minimising (and in some cases, eliminating) discomfort and downtime is a priority in all treatments, including the signature procedures.

Instant Braces offers straight, attractively shaped teeth in just one or two visits, with no extraction or surgery needed. Here, individual smiles are created by carefully handcrafting materials directly onto the teeth, or with enhancements that are bonded to selected teeth for a more harmonious profile. For those desiring a fuller, more youthful smile, The Smile Lift is a non-surgical procedure which corrects smiles that appear collapsed, or where teeth are worn and chipped. With no downtime involved, patients immediately emerge from their treatments with confidence.

Employing laser technology for teeth whitening, which is regarded as the gold standard in that



area today, the Laser Teeth Whitening treatment, first introduced to Singapore by Smile Inc in 1997, continues to reap incredible benefits. Teeth appear up to 15 shades whiter, with no maintenance bleaching kits and trays required.

Smile Inc's new clinic boasts the latest model of the Cone Beam CT (CBCT) scanner, which provides the surgeon with definitive profile images of the bone and teeth to the nearest tenth of a millimetre. This is key with Aesthetic Dental Implants, as it maps out the location of nerves and the cross-sectional anatomy of the bone. It allows accurate diagnosis and planning, ensuring that implants are optimally placed. It also means treatment time is minimised, and implants and fixed provisional teeth can be fitted on the same day. Patients can also be assured that radiation emitted by the CBCT scanner is extremely low compared to regular medical CT scans. In addition to placing aesthetic implants, Smile Inc also focuses on the maintenance of and reviving of existing implants, an area often overlooked in the field of implantology.

Smile Inc, in its constant pursuit of being at the forefront of technology and expertise, produces the best results. This winning formula of marrying specialist expertise with a passion for transforming lives for the better is Smile Inc's blueprint for success. ■

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04-18 Mandarin Gallery.
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All Photos
Smile Inc's stylish interiors instantly relax patients while promising professional service