

# STRAITS TIMES

## Special Corporate Milestones

THE STRAITS TIMES TUESDAY, JANUARY 11 2011 PAGE C8

# Sweet smiles

Smile Inc. Dental Surgeons uses new technology and the latest techniques to provide value-added services for patients

by teo kuan yee

IT'S a common perception to think of a visit to the dentist as a scary experience. Smile Inc. Dental Surgeons, which provides both high quality specialist and general dental care and services, was set up to change that mindset.

What it offers customers are the latest technologies and state-of-the-art facilities, and specialist expertise all housed in a soothing ambience decked in designer-chic décor.

"Smile Inc. was established such that patients view dentistry as a lifestyle and self-improvement activity. Visiting the dentist is for self-maintenance and enhancement of one's smile which contribute greatly to the patient's dental health, appearance and confidence," says Dr Ernest Rex Tan who co-founded the practice with his wife Mrs Grace Chong-Tan.

To stay ahead of the competition, Smile Inc. continuously invests and test beds cutting-edge technologies, particularly in the fields of cosmetic and reconstructive dentistry.

The results speak for themselves. Smile Inc. was the first dental practice in Asia (excluding Japan) to offer the revolutionary Laser Teeth Whitening technology, enabling patients to significantly whiten their teeth in just one visit.

Another unique product offering is The Smile Inc. Makeover that Dr Tan developed through his years of cosmetic dental practice. It is a series of principles and cosmetic dental techniques that enhance each individual smile, leading to greater self-image, confidence and quality of life.

A key feature is with the use of in-

stant Braces, the advanced application of carefully designed cosmetic dental techniques to align and beautify misaligned or crowded teeth or gaps between teeth in one or two visits without the need for surgery or extraction of teeth. Another feature is The Smile Lift that enhances and lifts the corners of the smile to achieve a younger and fuller smile.

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For its illustrious efforts, it was awarded the Spirit of Enterprise Honouree 2009, Mindef Meritorious Defence Partner Award 2010, and Singapore Prestige Brand Awards (Established Brands) 2010.

Throughout its corporate history, two significant milestones stood out.

It had agreed to an interview by a magazine journalist during its first year of operation. This was when advertising was yet to be lib-

eralised in the medical and dental professions.

Though it was an editorial piece, some in the profession saw the article as advertisement. That sparked a series of events that eventually led to Dr Tan taking the Singapore Dental Board to the High Court. It was a difficult period for the founders as it was newly set up amid the Asian financial crisis in 1998 and there was a family bereavement as Mrs Chong-Tan's father had just passed away. In the end, they won the case and its victory was published on the front page of The Straits Times.

Smile Inc. also rode out the Sars episode with an increase in patient numbers. This is a testament to the reputation it has built up for providing good quality dental services which won the trust of patients.

Interestingly, Smile Inc.'s corporate philosophy can be summarised using the letters of its name — Service, Motivate, Innovate, Leverage and Excellence.

Explains Mrs Chong-Tan: "We aim to provide the finest service and experience to our patients through our emphasis on creating a 'modern luxe meets timeless chic' setting, outstanding staff service, state of the art technologies and exceptional dental skills and techniques."

The company strives to constantly upgrade the skill sets and expertise of its dentists and specialists for the benefit of the patients.

She adds: "This establishes trust and strong relationships with our patients to perpetuate the current practice of having our local and international patients refer friends and family from overseas, and visiting Smile Inc. for their dental needs whenever they are in town."



Smile Inc., founded by Dr Tan and Mrs Chong-Tan, offers customers the latest technologies, state-of-the-art facilities and specialist expertise.

PHOTO: CHONG JUN LIANG