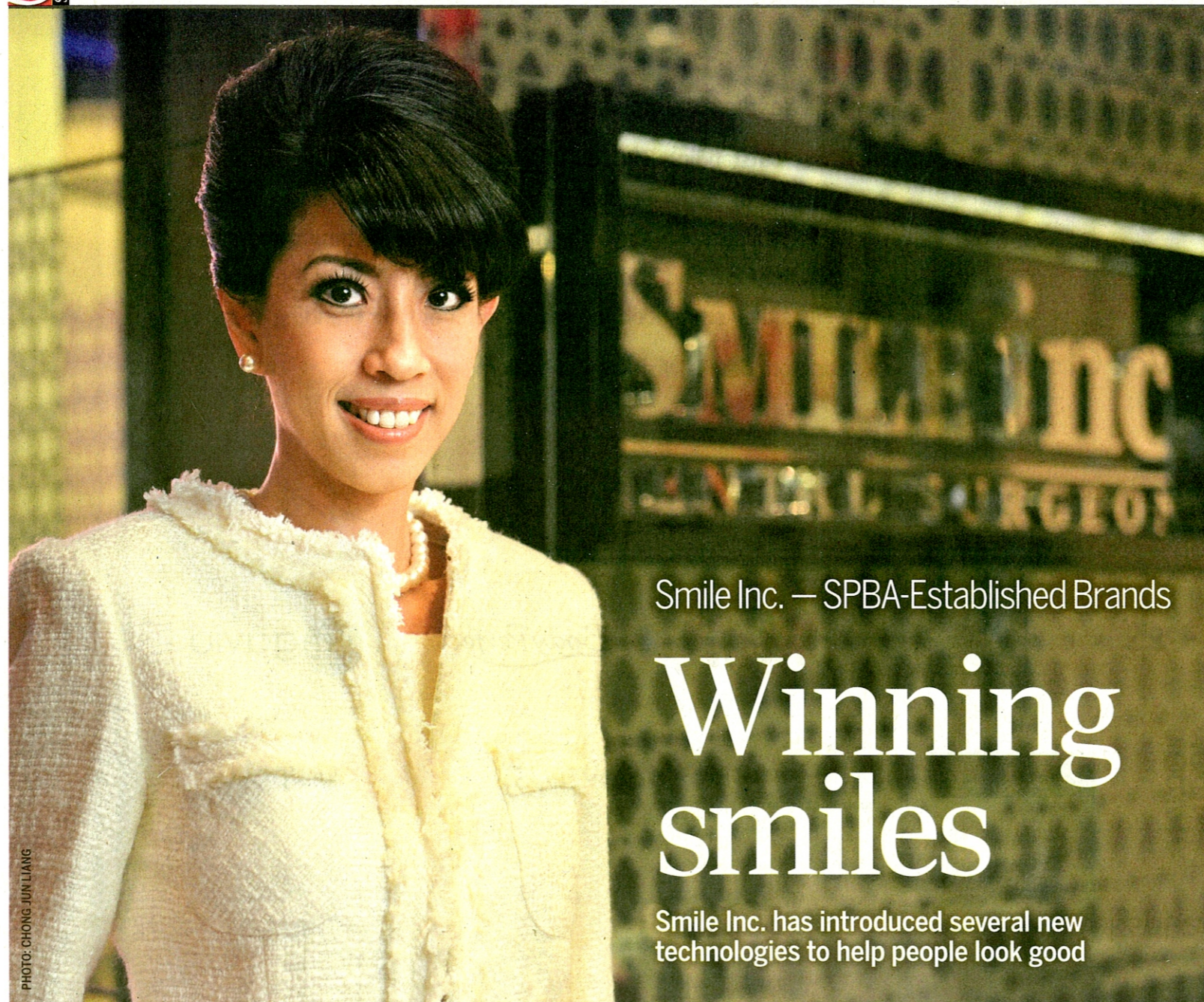




SINGAPORE PRESTIGE BRAND AWARD 2012

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Smile Inc. — SPBA-Established Brands

Winning smiles

Smile Inc. has introduced several new technologies to help people look good

by ahmad osman

SMILE Inc. Dental Surgeons scored a hat-trick by winning in the Established Brands category at this year's Singapore Prestige Brand Award (SPBA) to add to its wins in the last two years.

Dr Ernest Rex Tan, the co-founder of Smile Inc. says its success has changed public perceptions of the dental industry and the business approach by dentists.

He notes that two other dental practices also joined the SPBA competition last year after Smile Inc. became

the first and only dental practice to win the prestigious award in 2010.

"The 2012 SPBA reinforces our premium brand position and standing in the minds of the public as well as our fellow colleagues in the industry," Dr Tan says.

"This will help in Smile Inc.'s brand recognition for premium value, service, and expertise in Singapore and abroad. It will inspire us to continue to deliver excellent value and service to our clients and to continue to set benchmarks and milestones in our industry."

Dr Tan and his wife, Mrs Grace Chong-Tan (above),

are the founders and directors of the three Smile Inc. practices at Suntec City, One Raffles Quay and Mandarin Gallery with the latest technologies, state-of-the-art facilities and specialists' expertise.

Dr Tan developed the trademark Smile Inc. makeover for patients in Singapore and foreigners from Europe, the Americas and other parts of Asia to have beautiful smiles and enhance their confidence, self-image, and quality of life.

The Laser Teeth Whitening Technology, Instant Braces, and the Smile Lift are the components of the

makeover to whiten, straighten and re-shape teeth in just one or two visits.

Smile Inc. was the first dental practice in Singapore and Asia, excluding Japan, to offer the technology in 1997 to use laser to remove external and intrinsic stains and whiten teeth significantly.

Patients do not require a home maintenance kit and the effect can last for five to seven years with proper care and regular dental check-ups.

Comparing the technology to other light based chair-side teeth whitening systems in the market, Dr Tan says: "The difference is in the light source — ours being a true laser.

"The laser energy activates the reagent placed on the teeth and the activated reagent penetrates the enamel to remove stain molecules without dehydrating or damaging the teeth.

"This is for anyone who is unhappy with the colour of his or her teeth, the busy professional whose smile is important for social or professional reasons, or brides or grooms to be."

Instant Braces

The Instant Braces procedure close gaps between teeth, re-contours and re-shapes crooked, misaligned or disproportionately shaped teeth.

The positions, shapes, sizes and inclinations of protruded, retruded or collapsed front teeth, can also be modified to create a harmonious symmetrical smile.

Instant Braces are different from traditional braces. There are no wires, surgery, extraction of teeth, retainers or the fear of relapses and oral hygiene problems.

For Instant Braces, the teeth are selectively contoured and materials such as porcelain and resin are applied to the teeth to achieve the desired effect.

This takes one or two visits in most situations and up to four visits where there are multiple aesthetic challenges and complexities. The appointments that are usually a week apart, lasts about one to two hours each round, Dr Tan says.

He adds: "If you are an adult who is unhappy with your smile and the way your teeth look but feel that wearing awkward braces or retainers for a few years is too high a price to pay for straight teeth, Instant Braces may be the solution to your problem."

Smile Lift

The Smile Lift procedure corrects collapsed smiles due to worn teeth or insufficient support of the lips and cheeks. It also corrects smiles truncated at the corners because the teeth beneath do not have an ideal shape to give the natural fullness.

Features of the procedure enhance and lift the corners to achieve a younger and fuller smile. Dark corridors at the cheek are given greater support to achieve the desired fullness.

No surgery is required and a younger and fuller smile can be achieved in just one to two visits, Dr Tan says.

"It is a great anti-ageing smile solution that can take years off the patient's smile," he adds.

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