

Pierce Brosnan, Christie Brinkley, Brad Pitt, Jennifer Lopez...ever wonder what they all have in common apart from their distended bank accounts and stunning looks? The answer has to do with what actually defines the latter factor. Dazzling, luminous and picture-perfect white teeth! While it would be easy to believe that these stars were all born with perfect, bleach-inclined

Dazzle Them With Your Smile!

teeth-genes, the truth is that everybody cheats a little here and there. Achieving that perfect smile is no longer a practice just for celebrities living in Beverly Hills. American born company 'BriteSmile', located in San Francisco, New York and Boston, to name but a few chic spots around the U.S, has now opened its doors at the newly-opened Siam Paragon and is taking the city by storm - tooth by tooth and smile by smile.

The Teeth Whitening Spa, as they refer to themselves, opened in congruence with the grand Siam Paragon shopping center on December 9th, 2005, and claims to be the first of its kind in Asia, following suit of its 18 sister branches in the United States. We met with the facility director, Khun Saranya Chungsuwanich, or Pook, to learn more about BriteSmile and its offerings. With an existing family-bred interest in the dental industry, importing high-quality dental products from abroad into Thailand, Pook's family decided to partner with the American-born company and represent its first venture abroad.

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Many will easily part with copious amounts of money on clothes and jewelry without realizing that they are neglecting what is truly their most precious asset...their smile.



while BriteSmile's state-of-the-art equipment does its transformation work, the patient can even watch their own private television

Having chosen its existing swank location to match with the equally swank locations in the U.S, the result is this futuristic, ultra-modern, 'beam-me-up-Scotty'-looking facility where clinical comfort has become a class of its own. The color white abounds from floor-to-ceiling and back again while sand-blasted, piercing blue bottles are lined along illuminated, parallel, built-in glass shelves achieving a very clean, pristine and spa-like ambience. Mounted, life-size images of energetic and attractive people dressed in white shout their cries of triumph through written captions 'What a Feeling!' and 'I did it!'.

Three main services are available here: BriteSmile's Teeth Whitening - the most widely chosen

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Clients undergoing Teeth Whitening at BriteSmile are first consulted to assess the condition of their teeth and whether the treatment is suitable. Once approved, they are led to their own private room where photos are taken so that the client

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procedure, a process called Airflow in which a mixture of air and modified sodium bicarbonate is combined with a water jet to remove plaque deposits, as well as stubborn stains caused by smoking or drinking coffee and wine, fast and painlessly. The third and final service on offer is a new technique in adult orthodontics, called the Damon System. Much faster than the technology of conventional braces (about six months or faster) and built on the belief that extracting teeth is not the best option, this latest technology focuses on re-aligning crooked teeth in the mouth through usage of brackets that are sensitive to patient comfort and facial esthetics.

Khun Pook admits that the cosmetic advantages achieved from BriteSmile's Teeth Whitening have been bringing people to her doorstep in rapid commotion. "Be they locals, expatriates, celebrities, flight attendants or television news announcers, people from different walks of life have been flocking to BriteSmile to take advantage of this procedure, almost 50% less costly than if performed in the United States," she notes. The difference in price, however, is not related to the level of exacting service that one would experience overseas. Dentists and staff at Siam Paragon's BriteSmile have all received training by specialists from BriteSmile USA in order to ensure the highest level of standards and a parallel experience for the client whether they walk into a BriteSmile in New York, San Francisco or Thailand.

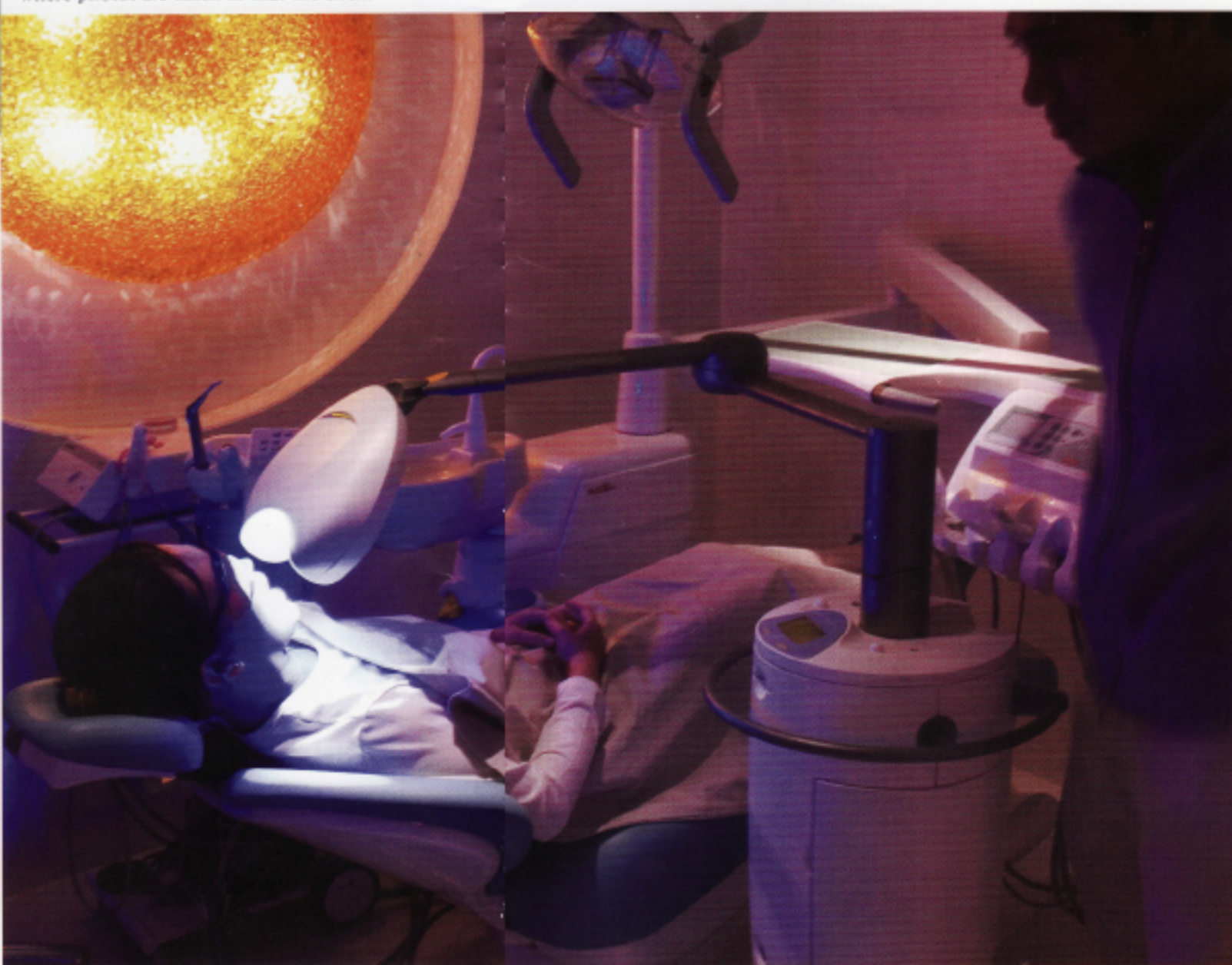
This state-of-the-art teeth whitening system was developed by a former NASA scientist, and consists of a gentle whitening gel, activated by a special, patented light operating in the gentle 'blue spectrum'. The light is not UV, heat or laser-activated. Safety studies conducted at the University of Medicine and Dentistry of New Jersey found conclusively that BriteSmile whitening resulted in no structural change in teeth, no adverse impacts on fillings and no softening of tooth enamel. The pH balanced proprietary gel is not harmful to the gums and because it is not ingested, the gel does not carry many other risks or side-effects of other options in the marketplace.

"... BriteSmile uses a cool, blue light that is totally safe for teeth enamel"

can compare with those taken after the procedure. The gums and soft tissue of the mouth are protected so that only the teeth are exposed to the whitening gel and light.

A recliner chair allows the client to lie back in comfort during the 20 minute sessions

(three in total) and while BriteSmile's state-of-the-art equipment does its transformation work, the patient can even



watch their own private television. Results can last up to two years and 'Touch-Up Pens' containing a gel-like mixture to apply on the teeth can be bought at BriteSmile and used after eating or drinking foods that cause staining.

While quite a number of Bangkok's dental offices already offer laser teeth whitening, Khun Pook explained to us the differences between whitening with laser and whitening with BriteSmile. "While laser can be harmful to the enamel on your teeth because it uses heat to activate a gel, BriteSmile uses a cool, blue light that is totally safe for teeth enamel". She goes on to explain that in laser, the peroxide content is between 25-35% whereas BriteSmile's mixture contains only 15%, thus making it more mild and less likely to cause dehydration of the teeth (as teeth do contain water), gum sensitivity and/or damage.

Located in the Beauty Zone of Siam Paragon, BriteSmile is certain to continue pleasing clients for years to come. Whether it's a dental checkup, a regular cleaning, an orthodontic consultation or whether you're simply seeking to improve the condition of your pearly whites, pay a visit to this new dental spa where there is no need to fear when you hear the words "open wide"!

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