

THAILAND'S PIONEERING TOURIST GUIDE MAGAZINES - HOLIDAY THAILAND- HOTEL BOOKING & TOUR SERVICES

What's On
This Week

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WATERSPORT

Dentists, monsters no more

By **SANDY DELA CRUZ**

Let's all admit it. Once upon a time, we were scared to go to the dentist. Conjured images of monsters in white coats, sharp stainless steel objects, the dental chair and the bright yellow light all together make up a very horrible and seemingly traumatic experience.



Bangkok Dental Spa has changed this picture and painted a first of its kind relaxing canvass of what dental visits should be.

Pioneering dental doctor Lily Porncharoen has led a group of dentists and staff to provide a service which will leave customers happy. One look at their collection of gifts and tokens from patients they have served – from England to US to Iceland to Fiji – you will know they have, one way or another, made a lot of people happy. And making people happy is in fact the primary thrust of Dr. Lily's clinic.

Patients owe their satisfaction not just to the clinic's one-of-a-kind spa treatments but to the prettier smile they wear when they leave. "Sometimes I don't want to smile anymore because their smiles are even better than mine!" says Dr. Lily brimming with pride. The Bangkok Dental Spa clinic offers guaranteed laser tooth whitening, dental cosmetic, and dental implants.

The word about the clinic in Bangkok has spread like wildfire.

A Caucasian guy has visited the clinic for some cosmetic procedures and was amazed by how the spa treatments during dental procedures can really put patient's anxieties to rest. He asks questions, Dr. Lily answers while tinkering something with his teeth. Only later on did Dr. Lily find out that the Caucasian guy is actually Reader's Digest Canada editor Jim Hutchkinson. Two months after, Bangkok Dental Spa was featured in the

around the
island and
beyond
What's On
South
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regional publication along with more established dental practitioners from Asia.



From then on, the clinic has attracted patients from western countries who come to Bangkok for their relatively inexpensive procedures and of course, holiday. One of the future goals of Dr. Lily is not to build branches abroad but to have a clinic that meets rigid western standards. "Because it's only Thailand that people think of going back to," says dentist cum businesswoman Dr. Lily.

And indeed, people have come back. And why not? Proof of the clinic's reliability and expertise is that Dr. Lily once put the lives of 300 passengers in her skillful hands. Capt. Richard Back, experienced pilot, had a dental implant in Dr. Lily's clinic in the morning and then flew a 747 during the evening safely – without hitch and hassle.

No competition is ever felt by the clinic, even if multitudes of stores have come up with almost-the-same-but-definitely-copied concepts of dental service. "I don't feel competition because I ran fast!" quipped Dr. Lily.

In the rat race of dental practice, Dr. Lily wants Bangkok Dental Spa to be always ahead. And it is. Plus better things are yet to come.

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