

BEST IN NEWSPAPER DESIGN IN ASIA

# The Straits Times INTERACTIVE

---

[OUR SPECIALS >>>](#)
[Football](#)
[For Women](#)
[Your Health](#)
[Showbiz](#)
[Pocket Money Fund](#)
[OTHER SPECIALS >](#)

AUG 7, 2004 SAT

Archived Issues

[Wed](#)
[Thurs](#)
[Fri](#)

→ Beyond 3 days

**STI HOME**

**NEWS**

Latest News

Eye On East Asia

Today's Paper

- Prime News
- Singapore
- Asia
- Money
- World
- Tech & Science
- Sports
- ST Forum
- Commentary
- Our Columnists
- Life!

**WHAT'S NEW**

Euro 2004

Eye On East Asia

Nicoll Highway collapse

Bird Flu Webspecial

**MULTIMEDIA**

Channel i News Clips

News in Pictures

Interactive Graphics

Photo Gallery

**INTERACTIVE ZONE**

STI Webchat

Asia

---

[◀ Previous](#) | [Next ▶](#)

**โรงแรมหรู Hotel spa**

อาบนำแร่ทอง2ประเทศ(พม่า)3วัน2คืน นำเที่ยวในระนอง  
พิเศษ3,000 บาท

Ads by Google

**Thailand Trip Info**

The New York Times has tips and articles to help you plan your trip

Ads by Google

---

YOU'VE HEARD OF FUSION CUISINE  
NOW THERE'S...

## Fusion medicine

Dental treatment comes with a massage at spa

By [Nirmal Ghosh](#)

BANGKOK - A new dental spa in Bangkok is packing in patients and taking Thailand's exploitation of its own spa tradition and resources into a new dimension - fusing them with modern medicine in a salubrious, day spa setting.

Mellow is the theme at the downtown Bangkok Dental Spa, where nervous patients can choose from three waiting areas offering soft seating, indirect lighting and Thai traditional motifs.

During the treatment, a foot massage eases anxiety and is followed by a short neck and head massage when the dental work is complete to restore calm.

About a year ago, Dr Watchareewon 'Lily' Porncharoen was in the middle of a long and complex procedure on a patient from Hawaii who suddenly felt he could not close his jaws.

Dr Lily, who had been practising dentistry for close to 20 years, told her assistant to massage the man's neck and face.


The assistant said: 'How can I massage him? I'm a dental assistant.'

So Dr Lily did it herself, and in seconds the man's muscles relaxed and all was well.

Dr Lily, who was trained in Thailand but is well-travelled and something of a connoisseur of spas, opened the Bangkok Dental Spa with an investment of 25 million baht (just over S\$1 million).

The spa has five dental treatment rooms and two massage rooms designed by a patient/friend who designs luxury resorts for a living.

Most of her patients are foreigners and she gets regular calls from overseas from people planning a trip to Bangkok.



A foot massage is part of the deal at the Bangkok Dental Spa, whose clients are mainly foreigners. -- NIRMAL GHOSH

[Click Here for archived Stories](#)

Ads by Google VV

**Rayong Resort Thailand**

A full service private beach hotel Resort two hours from Bangkok  
www.rayongresort.com

**Find Phuket Hotels**

Great Deals for spa Hotels Search many travel sites at once!  
phuket.bezurk.com

**Ananda Spa**

Take a break from the city & visit 90 min. Thai Massage 450 bht!  
www.anandaspa.net

**Bangkok Hotel**

Book Now your Hotel on PlacesOnLine Cheap Rates and Great Discounts  
www.PlacesOnLine.com

**Thailand Travel Info**

NYTimes.com has advice and articles for your trip to Thailand  
travel.nytimes.com

**Story Index**

- China
- ▶ [Mentally ill attacker gains public sympathy](#)
- ▶ [Bank of China HK's ex-chief under probe](#)
- ▶ [China opens HK Bible show](#)
- ▶ [Chinese firms to make their own Viagra variant](#)
- ▶ [Ex-Chinese leader Zhao Ziyang still pushing for reforms](#)

**Thailand - OnetoBook**  
Thailand hotel special promotions and travel reviews for all hotels.  
[www.sawadee.com/onetot](http://www.sawadee.com/onetot)

**Citi Rewards**  
Sign up for a Citibank card & enjoy dining, shopping & golf privileges!  
[www.citibank.co.th](http://www.citibank.co.th)

**Bangkok Psych Associates**  
Counselling, Therapy, Hypnotherapy In comfort in Central Bangkok  
[www.bkkpsyacs.com](http://www.bkkpsyacs.com)

**bangkok thailand hotel**  
Special Rates For Limited Time Only Huge Savings. Book Your Room Now!  
[AsiaBestHotel.com](http://AsiaBestHotel.com)

A simple teeth-cleaning procedure costs 1,500 baht - with the foot massage thrown in. Her visitors' book is filled with glowing comments and promises to return.

According to Dr Lily, a good massage releases endorphins and blunts the release of stress hormones in patients.

'Nervous patients are hard to work with,' she told The Straits Times.

The constant gentle-but-firm rhythm of the foot massage coupled with soothing piped music has a calming effect to offset noisy and jarring activity inside a patient's mouth.

Dr Lily plans to expand her business to Phuket, Chiang Mai and Koh Samui, but beyond expanding the business she is especially passionate and proud of one thing - being a professional Thai woman in a generally male-dominated society, proving she can provide state-of-the-art international standard service.

'Asian women have been stereotyped as too passive and under-achieving, and perceived to be better workers than leaders,' she said.

'But there is enough room to succeed. You need hard work and guts tempered with humility, and you have to always keep up with technical developments.

'We have our own roots, our own tradition. The US and Europe can't compare with Asia when it comes to hospitality.

'They may be better than us in technology but technology is not the most important thing.

'What's very important is humility.'

◀ Previous | Next ▶

Subscribe to The Straits Times print edition today. In it you get exclusive reports, analyses and news packages. Do it by [email](#) or [fax](#)

- ▶ [It's making him tear his hair out](#)
  - ▶ [Tussle over ancient kingdom](#)
  - ▶ [Kuomintang in crisis](#)
  - ▶ [Fans hold ties of both nations in their hands](#)
- Asia**
- ▶ [Japanese share part of the blame for heckling](#)
  - ▶ [Japanese advised to keep low profile](#)
  - ▶ [Japan-China spat over ocean resources](#)
  - ▶ [Princess Masako long way from recovery](#)
  - ▶ [Japan's recovery deals blow to discount stores](#)
  - ▶ [High oil prices will squeeze Japanese business profits](#)
  - ▶ [India's perfume industry no longer smells of success](#)
  - ▶ [Quickly Asia](#)
- South-east Asia**
- ▶ [Fusion medicine](#)