



# THEIR DREAMS CAME TRUE

DREAM MAKEOVER ESSEX STARTED LIFE AS A VISION OF ASH PARMAR, A LEADING COSMETIC DENTIST, SOON AFTER HE OPENED HIS STATE-OF-THE-ART DENTAL PRACTICE IN CHIGWELL - SMILE DESIGN BY ASH.

**A**t the time much was made of his involvement in the three series of Living TV's Extreme Makeover UK that radically changed peoples' looks and their lives. As part of a top Team, Ash was responsible for many smile makeovers done on TV.

Ash is proud of the many before and after pictures that highlight their journey from

down and dowdy to downright gorgeous. He was inspired by his contribution to their new found confidence as a result of their Extreme Makeovers.

Ash has also treated members of the cast of The Only Way Is Essex. His celebrity stable of TOWIE members include James Argent, Georgina Dorsett, and Nanny Pat – the TV cameras came to the Chigwell practice twice.

After twelve months of planning, Dream Makeover

“dream team” to produce the stunning results he was after. His strenuous search led him to six top local companies who would come together to offer the winners a fabulous look and feel that would send their confidence sky high.

Smile Design by Ash would ensure perfect smiles plus dental hygiene care and teeth whitening. Advanced Vision Care, one of the UK's leading independent corrective eye surgery clinics, would perform miracles for poor eye sight. Perfect Skin was chosen to provide facial aesthetics that would banish scar tissue and lines for younger looking skin. Body Perfect offered personal training sessions to strengthen and tone muscles and improve fitness with regular workouts. MODE Beauty Salon helped to work its magic on hair removal and body pampering. Award winning hair salon Zoology would provide the crowning glory. A personal stylist and perfect pictures made up the mix.

Using his dental credentials Ash brought in Philips, leaders in the field of oral healthcare, to sponsor the competition. Philips completed the prize with a suite of oral health products as part of each of the winners' treatments.

Ash says “When we decided to put on Dream Makeover Essex, we were looking to find a dream team who could complete fantastic makeovers so our winners would be smiling from their hearts. Well we certainly achieved that! These people have blossomed into beautiful butterflies. Following the spectacular Reveal Event we have all been uplifted and are humbled by the whole experience and the results.”

[www.smiledesignbyash.co.uk](http://www.smiledesignbyash.co.uk)

Essex was finally launched on an unsuspecting public in October 2012 as a free to enter, on-line competition. It offered top-to-toe dream makeovers for men and women aged 20 – 65, worth up to £25,000 each!

## ONE BIG DIFFERENCE

None of these treatments would be invasive! Ash believes the same life changing looks can be achieved without going under the knife.

Ash set about finding a