

The simple to enter competition launched on 1st October 2012 and ran until the end of November. Dream Makeover Essex attracted 2,500 entries and captured the imagination of those seeking a new look or a revamp from a dream makeover worth £25,000 to each of the worthy winners.

These were reduced to a short list of 26. All the candidates were interviewed by Ash Parmar from Smile Design by Ash, Mr CT Pillai, founder of Advanced Vision Care and Frances Furlong from Perfect Skin. Three winners were chosen and treatments began.

JOIN US ON THE JOURNEY...

CAROLINE MCKENNA

Aged 44

Lives in the Docklands

Our Irish mother of two was shy and rather nervous. She also had low self esteem and felt dowdy after years of being a Mum and putting thoughts about her own looks on hold.

Add to that an uneven smile, poor eyesight which made reading shopping labels a real

challenge and patchy skin. Caroline was ready for a life changing journey. Her daughter Lianne, aged 10, helped persuade Caroline to enter the competition as she decided Mum needed a lift.

Her poor smile has been replaced with a Mini Smile Makeover which included cosmetic contouring, teeth whitening, crowns, veneers and white fillings. Although not suitable for laser treatment Implantable Contact Lens, miniature tailor made lens, were inserted into her eyes and are permanent and invisible.

KEITH WELCH

Aged 54

Lives in Loughton

It was a toss up who was more excited - Keith or his daughter Emily, aged 15, who felt sorry for him after several years of tough times, heartache and unhappiness. She said he had rather let himself go while concentrating on providing for the family. When his tooth fell out one day, it was

give up smoking work began. He needed extensive gum treatment, a couple of extractions and teeth whitening with the revolutionary Philips ZOOM whitening system.

Keith's glasses, bought from the High Street, just made his eyesight worse and following simple laser treatment he was able to throw away his glasses and for the first time in many years see himself properly in the mirror.

ELEASHA NEWBERRY

Aged 25

Lives in Chatham Kent

Our youngest winner was looking online for help with her discoloured, crooked teeth and poor smile. Eleasha was so self conscious about her teeth, the



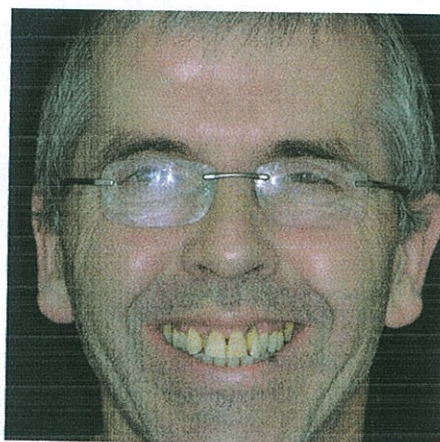
*Eleasha Newberry
Before DME*

have gone along with her extremely poor vision. She couldn't even read the top letter on the reading chart before but following specialist Lasik technique on both eyes she now has 20-20 vision.

Perfect Skin treatments for all the winners included skin peeler to control mild acne; skin needling to improve scar tissue; restylane fillers to plump lips; dermal filler for nose to mouth lines; muscle relaxing injections to frown and forehead lines and a range of creams from the Suisse Absolute range.

Mode Beauty kept the winners relaxed with massages, beauty treatments and Artistic Colour Gloss manicures and pedicures. The Lightsheer laser hair removal takes away unwanted hair growth and their makeovers were completed with 3D lashes, St Tropez spray tans and Vitage Colour Mineral make up.

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*Keith Welch
Before DME*

the final straw that set her to submit the competition entry for her father. Keith's dental problems were a tough challenge for Ash, but once he agreed to

result of a childhood accident, that she always held her hand up to her mouth. Because of her smile, she refused to celebrate her 21st birthday and didn't want any pictures taken.

Now she has a beautiful white smile following cosmetic contouring and a smile makeover with porcelain veneers. Her big black glasses



*Caroline McKenna
Before DME*