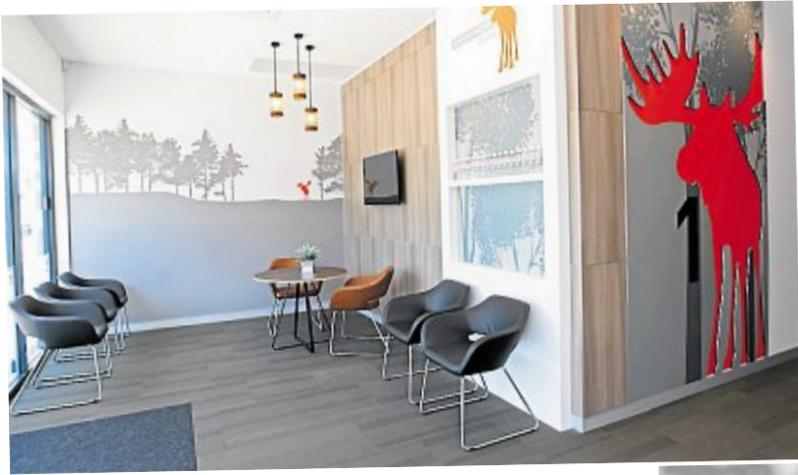


\$\$ Smarter Shopping

Advertising Feature



Orange Moose Dental features an eclectic interior design.

Orange Moose rethinks dentistry



SPECIAL CHARM: Dr Hanno Venter believes his Orange Moose Dental practice emulates his unique approach to dentistry.

Challenging the status quo to redefine expectations when people visit the dentist

HANNO Venter, a dual-qualified dentist originally from South Africa, moved to Australia just over five years ago.

After an initial stint with Queensland Health he qualified for private practice in Australia and started working as a private dentist in the Bundaberg region, building a reputation for his gentle and caring style.

Last year marked Dr Venter's 10th year practicing dentistry. In December 2012 he decided it was time to take the plunge and bring to fruition his ideas for his dream practice.

Dr Venter has always had

a positive and unique approach to life and challenging the status quo is a fundamental part of his personality.

"I've had a very specific dream for how I want to operate and what I want my practice to personify."

Naming a brand new practice can be a challenging exercise when the name is to convey the personality of the practitioner.

Dr Venter has always had an affinity for the moose.

Moose are known for their strength, their independent spirit and their resolute non-conformity, character traits Dr Venter shares and

"I've had a very specific dream for how I want to operate and what I want my practice to personify."

Dentist Hanno Venter

admires. With such a strong branding opportunity that was so personal to him, the idea of a fully themed business was soon realised and Orange Moose Dental was

born.

"Knowing that I constantly push the boundaries that people expect dentists to operate within, skill and believing in my own abilities were the last things on my mind. Rather, what kept my racing mind occupied was thinking how I can redefine what people expect."

"How can I break an often emotionally overwhelming stigma developed, now defined and passed on from generation to generation?"

"How can I learn from Pavlov to recondition the minds of my soon to become loyal followers and elaborating culture without trying to

be in apparent direct competition with other conventional practitioners?"

"Realising that there will always be a segment of the population who will always go to their favourite fast food drive-through for a burger mass-produced by a cook, but rather catering for those who already are and others who might want to have their burger prepared by an award-winning chef."

Dr Venter believes society is ever changing and expectations of time management are at an all time high.

"Because of this, it only made sense to work towards a one-stop shop dental prac-

tice. I have worked towards this ideal since I've been a student and studying and pushing my boundaries to accomplish this," he said.

"Planning and dreaming about Orange Moose Dental, I soon realised that our society doesn't want and need another sterile-looking and oil of cloves-smelling practice. What I wanted to offer is a fresh approach, out-of-the-box take on something that has been around for centuries. I realised that my branding and marketing should speak to society on the level they converse, how they relate and react to stimuli."

Make me beautiful

orange moose
DENTAL

Bourbong St Medical Centre
288-292 Bourbong St, Bundaberg

4152 4404

www.orangemoosedental.com.au