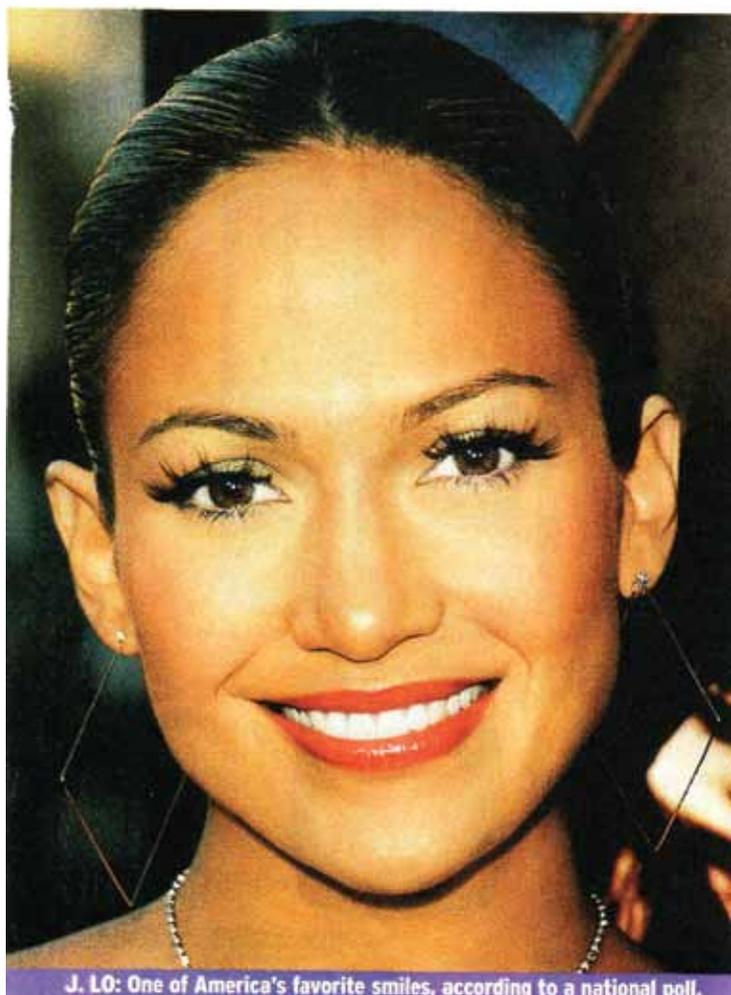


# Smile, Now!

By Gina Way



J. LO: One of America's favorite smiles, according to a national poll.

## At-Home Procedures

### Brush-on Gel ★★★

**WHAT IT IS:** A peroxide-based whitening gel (six percent compared to 20 percent in pro treatments) is painted directly over just-brushed teeth twice daily and allowed to dry for 30 seconds. Gels won't remove deep discolorations but can lighten surface stains. **COST:** \$15-\$75. Try Colgate Simply White (2: \$15; drugstores) or Crest Night Effects (3: \$15; available at drugstores in May). **STAR FANS:** Sarah Jessica Parker and Uma Thurman use GoSmile gel ampules (\$75; 800-407-7661).

### Peroxide-Coated Strips ★★★★★

**WHAT THEY ARE:** Hydrogen-peroxide-coated strips that are applied to teeth twice a day for 30 minutes. "These really do work. Teeth lightly stained by coffee or tobacco can get up to three shades whiter in two weeks," says New York City dentist Lana Rozenberg. **COST:** \$30 (4: Crest Whitestrips, \$29; drugstores). **STAR FAN:** Halle Berry.

### Peroxide-Coated Strips ★

**WHAT IT IS:** Toothpastes containing mild abrasives like silica, baking soda or diluted concentrations of calcium peroxide help prolong already-white smiles. **COST:** \$3+. Try [www.rozenbergdds.com](http://www.rozenbergdds.com) (\$3.50; drugstores).



## How to Keep That Just-Bleached Look

**1 Avoid coffee, tomato sauce** and red wine for 24 hours after professional bleaching (and during at-home treatments). Always try to brush teeth or rinse mouth with water after drinking staining liquids such as coffee.

**2 Chew sugar-free gum or eat** an apple after meals. "Chewing stimulates saliva, which washes away staining bacteria," explains New York City dentist Lana Rozenberg.

**3 Steer clear of orange or brown toned** lipsticks, which can make teeth appear more yellow than they actually are. (See chart to the left.)

**4 Stop smoking!** "Nothing yellows teeth faster," says New York City dentist Nancy Rosen.

**5 Apply blue-tinted lip gloss.** The cool tone brightens lip color so teeth look whiter.

1. Crest SpinBrush, \$6; drugstores. 2. Christian Dior Gloss Sirop in Blue Water, \$21; [eluxury.com](http://eluxury.com).

