

DETAILS

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PRESSURE**
THE PANIC-
ATTACK
EPIDEMIC

—
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the must-have
trends of
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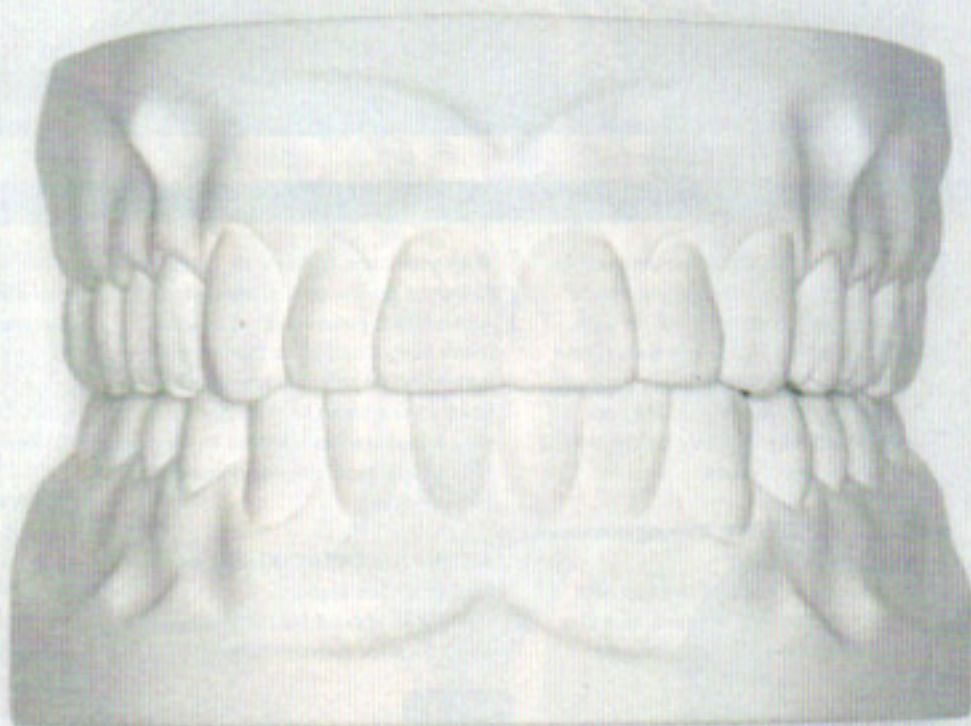
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WARNING

YOU MIGHT GET SUED FOR READING
PAGE 86 OF THIS MAGAZINE

LIGHTEN UP

THERE ARE COUNTLESS TEETH WHITENERS ON THE MARKET, BUT MANY KIND OF BITE. THESE FOUR TREATMENTS ARE SURE TO BRING A (BRIGHT, GLEAMING) SMILE TO YOUR FACE.



1

LIGHT TREATMENT Philips Zoom WhiteSpeed

How it works: After applying a protective resin to your gums, a dentist paints peroxide gel onto your teeth. Expect to sit for 45 minutes while a light device activates the chemical reaction of the whitening gel.

Good for: Sensitive types. "Much of the pain people feel from whitening is caused by peroxide on their gums," says Dr. Jeffrey Rappaport, co-owner of Lavan Dental Spa in New York City. "Here we can protect them, and if you have sensitive teeth, we can adjust the duration and intensity of the light."

Results: Teeth can turn up to eight shades whiter; the treatment lasts from six months to a year.

Cost: \$395; find a dentist at zoomwhitening.com

2

STRIPS Crest 3D White Professional Effects Whitestrips

How it works: Flexible strips coated with a peroxide-based gel are applied to teeth for 30 minutes daily, 20 days in a row.

Good for: Multitaskers. The strips adhere securely, so they'll stay in place while you take calls or hit the gym.

Results: Strips don't contain the same strength of bleach that dentists use, but you can still expect noticeably whiter teeth for six months to a year.

Cost: \$50; target.com

3

TOOTHPASTE Rembrandt Deeply White + Peroxide Fresh Mint Toothpaste

How it works: Hydrogen-peroxide particles scrub off surface stains, plus "the formula penetrates the enamel and bleaches teeth at the deeper level," says Dr. Arthur Glosman, a cosmetic dentist in Beverly Hills, California. The longer peroxide is in contact with teeth, the better it works, so spend at least two minutes each time you brush.

Good for: Guys who whiten regularly. The daily paste prolongs the results you've gotten from strips or a professional treatment.

Results: Most will notice whiter teeth in two to three weeks, and if you've just had a professional treatment, you won't be subject to the same re-darkening that naturally occurs over time.

Cost: \$8; drugstore.com

4

ON-THE-GO POLISH Supersmile Icy Mint Quikee Instant Whitening Polish

How it works: Dab a pearl-size drop of this calcium-peroxide formula onto teeth and smooth across with your tongue until it dissolves.

Good for: Guys in a hurry. It's compact and easy to travel with, and you don't have to brush or rinse.

Results: The gel removes the stain from your morning espresso but won't correct deep discoloration.

Cost: \$18; ulta.com

+ THE TREND: DENTAL SPAS

To relax anxious patients and generally make a visit to the dentist's chair something to look forward to, elite practices are adding spa amenities to their lists of services. After all, is a teeth cleaning so different from a facial peel?

AUSTIN

The Hills Dental Spa
Warm neck wraps, peppermint foot scrubs.
6836 Bee Cave Rd.
512-347-0044
thehillsdentalspa.com

CHICAGO

Mitchell Dental Spa
Lavender-scented towels, a champagne bar, and a complimentary spa treatment with each cleaning.
845 N. Michigan Ave.
312-642-1014
mitchelldentalspa.com

NEW YORK CITY

Gramercy Dental Arts
Reflexology, paraffin-wax hand treatments, and aromatherapy.
8 Gramercy Park South
212-477-1647
gramercydentalarts.com

SAN DIEGO

Sutra Dental Spa
Scalp massages, aromatherapy pillows, and an oxygen bar in the waiting room.
7851 University Ave.
619-589-6060
sutrads.com