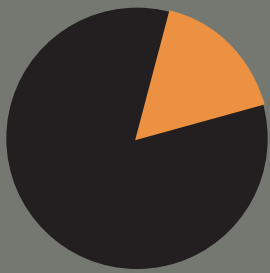


## BLEACHING VS. WHITENING: WHAT'S THE DIFFERENCE?

As a general rule of thumb, the term "bleaching applies to at-home and in-office procedures that actually brighten the color of your teeth beyond their natural starting point via a bleaching agent like hydrogen peroxide. Tooth whitening, on the other hand, refers to restoring a tooth's enamel to its original color by removing plaque and stains with at-home over-the-counter whitening toothpastes and mouthwashes. "Of all the different types of tooth bleaching that are available, in-office treatments offer the fastest results because they use bleach of a much higher strength," says New York City cosmetic dentist Lana Rozenberg, DDS. "The legal limit for over-the-counter treatments, like whitening strips, for example, is six percent hydrogen peroxide, which is great for keeping your smile white once you've reached your ideal shade "

## WHITENING STRIPS THAT STAY PUT

Half an hour, once a day, is all it takes to achieve a sparkling smile, thanks to Crest 3D White Professional Effects Whitestrips with Advanced Seal Technology. Activated by the moisture in your mouth and designed to temporarily adhere to each user's smile for a secure, custom fit, the whitening strips contain a solid-gel formulation and a longer bottom strip to reach more teeth. \$50 for 20 doses, 3dwhite.com



## > IF YOU HAVE **60 minutes** YOU CAN WHITEN YOUR TEETH AND FIX A CHIPPED, GAPPY SMILE

To achieve whiter teeth at home, the Supersmite Whitening Pre-Rinse and the Professional Whitening System were used two times a day for six days. Starting at \$9 for Pre-Rinse; \$36 for Whitening System, supersmite.com

### ONE HOUR

## get whiter teeth

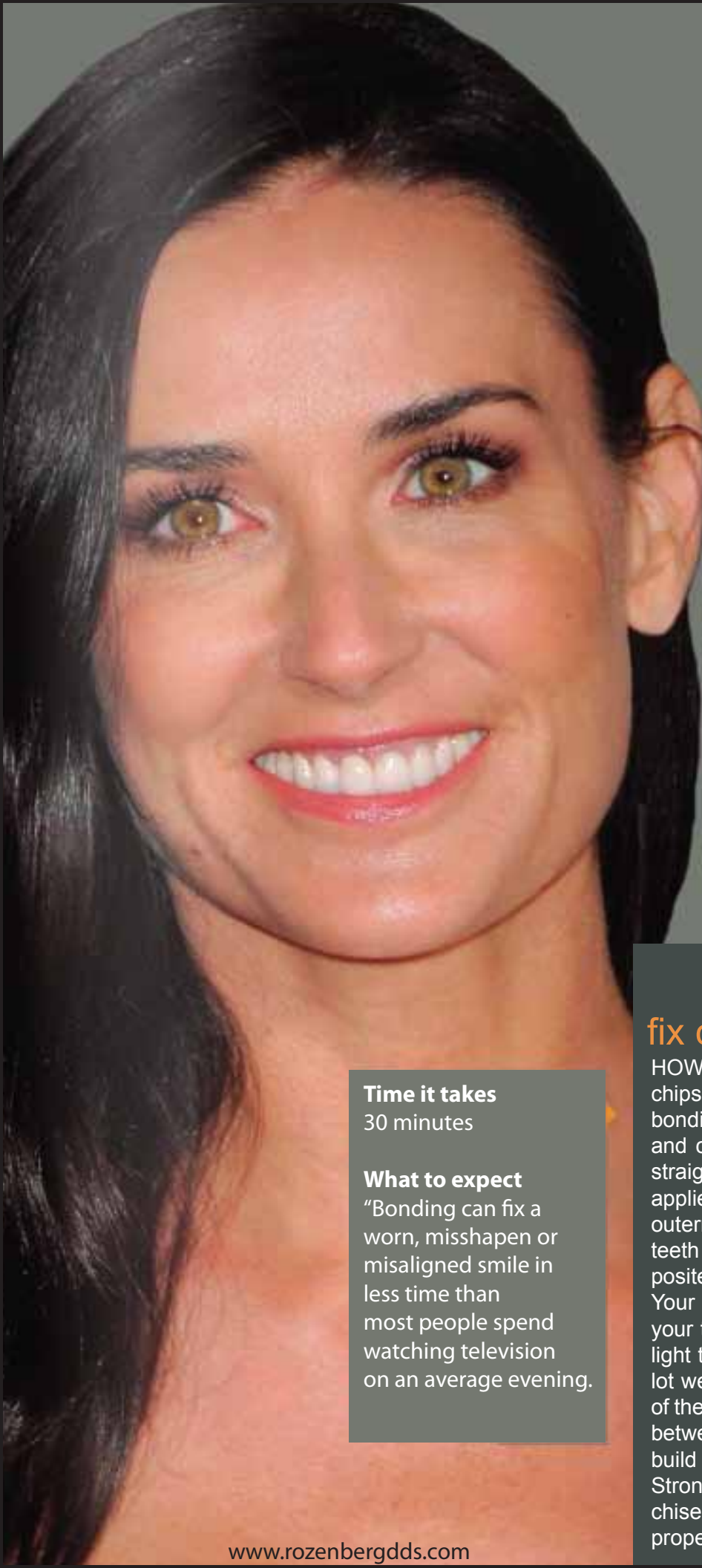
**HOW IT WORKS** If you're looking to make over your smile, one of the easiest places to start is tooth bleaching—a bright, beaming smile gives the illusion of perfection. The reason? "By bleaching your teeth so that they are all one shade, people will notice the white, even color of your smile more so than anything else, creating a picture-perfect look," says Dr. Smigel. "Blemishes are more noticeable on a discolored smile than on a white smile because the eye is drawn to inconsistencies." Your dentist will begin by painting your teeth with a peroxide-based bleaching gel, shielding your gums with a rubber dam and covering your eyes with protective goggles. Next, he or she will use either a heat tamp or laser to penetrate the bleach deep inside the teeth. "It is performed in a single visit and may give you that Hollywood smile without requiring you to come back multiple times," says Dr. Smigel.

### Time it takes

One hour. "You can walk in with yellow teeth and, 60 minutes later, leave with white teeth," says Dr. Dell'Acqua.

### What to expect

"Patients can brighten their smile up to 10 shades," says Dr. Smigel. "In terms of achievable results, think custard-colored to snowflakes."



## THE COSMETIC DENTIST SAYS

BEFORE



### DEMI MOORE

"When I look at her former smile, her teeth look short, dark and misaligned," says Dr. Roybal. "The solution required a complete smile makeover." Dr. Nash thinks her smile called for a brand-new upper arch. "I think she had porcelain crowns and veneers on all of her upper front teeth showing in her smile," he adds.

#### Time it takes

30 minutes

#### What to expect

"Bonding can fix a worn, misshapen or misaligned smile in less time than most people spend watching television on an average evening.

ONE HOUR

### fix chipped and gappy teeth

**HOW IT WORKS** To conceal imperfections—like spacing, chips and even dark stains—your dentist can perform bonding, sculpting tooth-colored resin over the nooks and crannies of your teeth to give the appearance of a straighter, more balanced smile. A conditioning solution is applied over the surface of your enamel, roughening the outermost layer to ensure a stronger bond. -Priming your teeth helps to texturize them, preparing them so the composite clings more securely to the teeth,- says Dr. Smigel. Your dentist will then sculpt layers of the material over your teeth as needed, setting it into place with a special light that hardens the plastic within seconds. -There is a lot we can do with bonding. We can lengthen the edges of the teeth to correct a short smile. We can fill in the gaps between teeth, create the appearance of straightness, or build out the back teeth to hold out the cheekbones. Stronger cheekbone-, yield the appearance of a more chiseled bone structure," adds Dr. Smigel. Best of all, if properly cared for, your results can last indefinitely.