

SPECIAL BEAUTY ISSUE

BRIDES

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beauty **BONUS!**



THAT'S BRILLIANT

WANT PEARLY WHITES TO MATCH THAT DRESS?
TRY THESE **SMILE-TRANSFORMING** TIPS AND TRICKS

WHITEN

LOW MAINTENANCE Got a teensy bit of yellowing? Zap subtle stains with a whitening toothpaste or a box of whitening strips, suggests Lana Rozenberg, a New York City dentist. Just keep the strips off your gums to avoid damage from bleach. And

to maintain that gleaming smile, avoid consuming dark foods or liquids. Red wine and coffee are notorious, but steer clear of soy and tomato sauce too.

MEDIUM MAINTENANCE If you only have a few days left until you walk down the aisle, ask your dentist for a Prophy Jet cleaning.

"It works by blasting teeth with water, baking soda, and whitener at high speed to remove surface stains," says Rozenberg. This power wash takes 30 minutes and runs about \$150.

HIGH MAINTENANCE For Hollywood-esque whiteness, in-office treatments are your best bet—they leave teeth 5 to 10 shades whiter than at-home ones. The process is simple: A hygienist coats your teeth with a professional-strength gel that kicks into action when it's exposed to LED light. Fifteen to 20 minutes later, the gel is reapplied. After the third round, you're done. Docs suggest pairing the service with custom whitening trays for longer-lasting results, but expect to pay \$300 to \$700 for the treatment and \$200 to \$500 for the trays. And if you're a bleaching newbie, give yourself plenty of time before the big day to recover from possible gum sensitivity.

CAMOUFLAGE

LOW MAINTENANCE You know those Snap-On smiles you see in infomercials? According to Lynn Locklear, a Washington, D.C., dentist, they're a good bet for hard-to-bleach gray teeth caused by either genetics or antibiotics. (If you took certain ones as a child, it could have damaged your enamel.) Just pop them in over your upper and lower teeth and stains and chips are instantly hidden. The cost ranges from \$1,800 to \$3,000.

MEDIUM MAINTENANCE Minimally invasive veneers, like Lumineers, don't require drilling of the teeth, which makes them best for beefing up small teeth or filling gaps. "They're like a press-on nail that gets bonded to the tooth's surface," says Locklear. Ranging from \$800 to \$1,100 per tooth, they're less pricey than regular veneers and can last up to 20 years.

HIGH MAINTENANCE Veneers last for decades, can visually correct major orthodontic issues in a fraction of the time needed for braces, and range from \$1,000 to \$3,000 per tooth. After the enamel is shaved, custom covers are placed over teeth. "We analyze your features to come up with the right proportions," says Sands.

Plus!
**3 MORE
INGENIOUS
WAYS TO
BRIGHTEN**

THESE SECRETS MAY SOUND STRANGE, BUT THEY WORK!

1 Blue-based lipstick Reds, pinks, and corals with a blue base contrast off-white teeth, creating that 1,000-watt effect.

2 Strawberries This yummy fruit contains an acid that can help get rid of surface stains. Combine mashed berries with baking soda, then brush your teeth with the mixture. Rinse and follow with regular toothpaste.

3 Teeth wipes To freshen your smile (and your breath) after a glass of Merlot, rub teeth

with a towelette like Bor-racha Wine Wipes, \$7.95.

ALL-STAR WHITENERS

WHIP YOUR SMILE INTO SHAPE WITH THREE DENTIST-APPROVED MUST-HAVES

TOOTHPASTE

Leaving behind a barely noticeable blue tint that gives the illusion of instant whiteness, Luster Now! is on Rozenberg's hot list. Luster Now! Instant Whitening Toothpaste, \$7.99.

WHITENING STRIPS

Now made with about a gazillion times more adhesive, these stick like glue—no slipping and sliding. Crest 3D White Professional Effects Whitestrips, \$50 per kit.

SONIC TOOTHBRUSH

So high-tech! This baby comes with a USB travel case you can plug into your laptop to charge. Philips Sonicare DiamondClean, \$220.



STRAIGHTEN

LOW MAINTENANCE Even at the last minute, you can upgrade your smile. Teeth or gumline contouring can be done in one day with no downtime, says Locklear. A dental drill is used to reshape the teeth or gums for a more symmetrical appearance. The average charge is \$50 to \$100 per area.

MEDIUM MAINTENANCE To fix just a few crooked teeth, consider Invisalign Express 5. These clear "aligners" (durable plastic covers that encase your entire upper and lower teeth) are used to straighten minor

imperfections within 10 weeks to 6 months. Price: \$1,600 to \$3,500.

HIGH MAINTENANCE If you need full-on braces, ask your dentist about Damon Smile. See-through brackets with wires inside are attached directly to the teeth, so most patients don't need extractions to make room. The braces are also easy to remove and put back on—a big-day plus. "If a bride doesn't have time to complete treatment before her wedding, I take them off and put them back after the honeymoon," says orthodontist Jeff Kozlowski.

BY BAZE MPINJA