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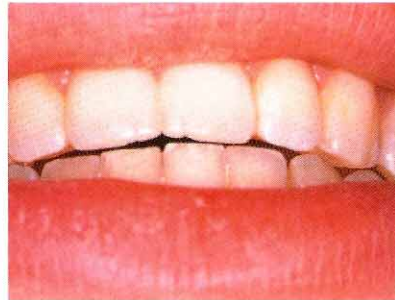
WITH EMMA WELLS

Brighter smiles!

Follow the lead of top celebrities and discover how to take your mouth from murky to sparkly with **Emma Wells** health writer from Smart Nutrition

Everybody loves a bright white smile, especially celebs and probably the entire population of the Hollywood Hills, so we decided to help you to improve your looks and investigate what's hot and what's not in the world of teeth whitening. Our research found that over-the-counter products weren't as effective as you would hope and that they are generally frowned upon by most dentists. The majority of whitening toothpastes work by an abrasive action which may damage enamel and gums and lead to long term sensitivity and darkening of the teeth. And unsupervised tray whitening is generally not recommended. The results are not too good due to the bleaching products used being so weak - this is definitely one you should leave to the experts, as the non-customised, ill fitting trays supplied with these kits can lead to leakage, damage to surrounding gums and a mouthful of bleach - yuk!

The American Dental Association (ADA) gives their seal of approval for safety and effectiveness for two techniques only available from your dentist. So we tried these out at two of



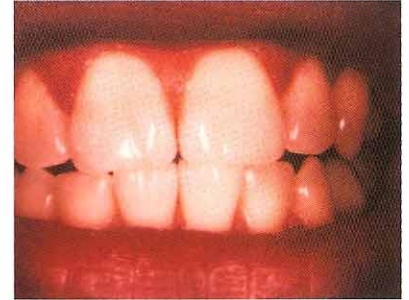
Teeth tray before.



Teeth tray after.

Brighton's most experienced dentists. Both treatments were as effective as each other with improvement of up to 9 shades lighter, and these great results can last for up to 3 years if you look after your teeth

The majority of whitening toothpastes work by an abrasive action which may damage enamel and gums and lead to long term sensitivity and darkening of the teeth.



Before Brite Smile.



After Brite Smile.

well. Which includes not eating or drinking staining foods and beverages (ie coffee, red wine etc), and keeping off the cigarettes.

How it works.....

In Tray Bleaching around £250	Brite Smile around £500
<p>Step 1. At the initial visit the dentist will take an impression of your teeth so that they can make up some customised close fitting whitening trays. Step 2. Collect the trays a few days later and fill with the minty gel that contains the active ingredient (carbamide peroxide 10%) and wear overnight. Depending on the level of staining you will see results from as little as a few days to a few weeks. Results take a little longer but will definitely get there and are worth waiting for.</p>	<p>Step 1. Lean back and relax whilst a protective gum shield and gel is applied to your mouth plus moisturiser to your lips. The bleaching gel (containing 15% hydrogen peroxide) is then applied to your teeth and a calming blue light is applied for 3 or 4 consecutive twenty minute sessions. In between each session more bleaching gel is also applied. Results are instant and you really will be shocked and impressed at the immediate difference.</p>
<p>The Bonus The initial visit can be arranged to fit in with your busy schedule. The dentist can come to your office or home. Long term you can buy some extra gel and have occasional quick top up sessions for those extra special occasions such as a wedding.</p>	<p>The Bonus Whilst in the chair take your mind away from your mouth with some up to the minute modern eye wear that allows you to watch a DVD of your choice. Long term, buy some extra whitening products and get 50% off your next treatment if used up within 3 years.</p>
<p>Recommended? YES definitely. Slower but less expensive</p>	<p>Recommended? Yes absolutely. Almost results in an hour but more expensive</p>
<p>Whiten up your smile with Raquel Evans, Find her at Wish Park Surgery, 124 New Church Road, Hove. 01273 729194</p>	<p>Christopher Gull has been making Brighton smile with this technique for three years. Find him at 15 Ship Street, Brighton, 01273 724777. www.gull.co.uk</p>