

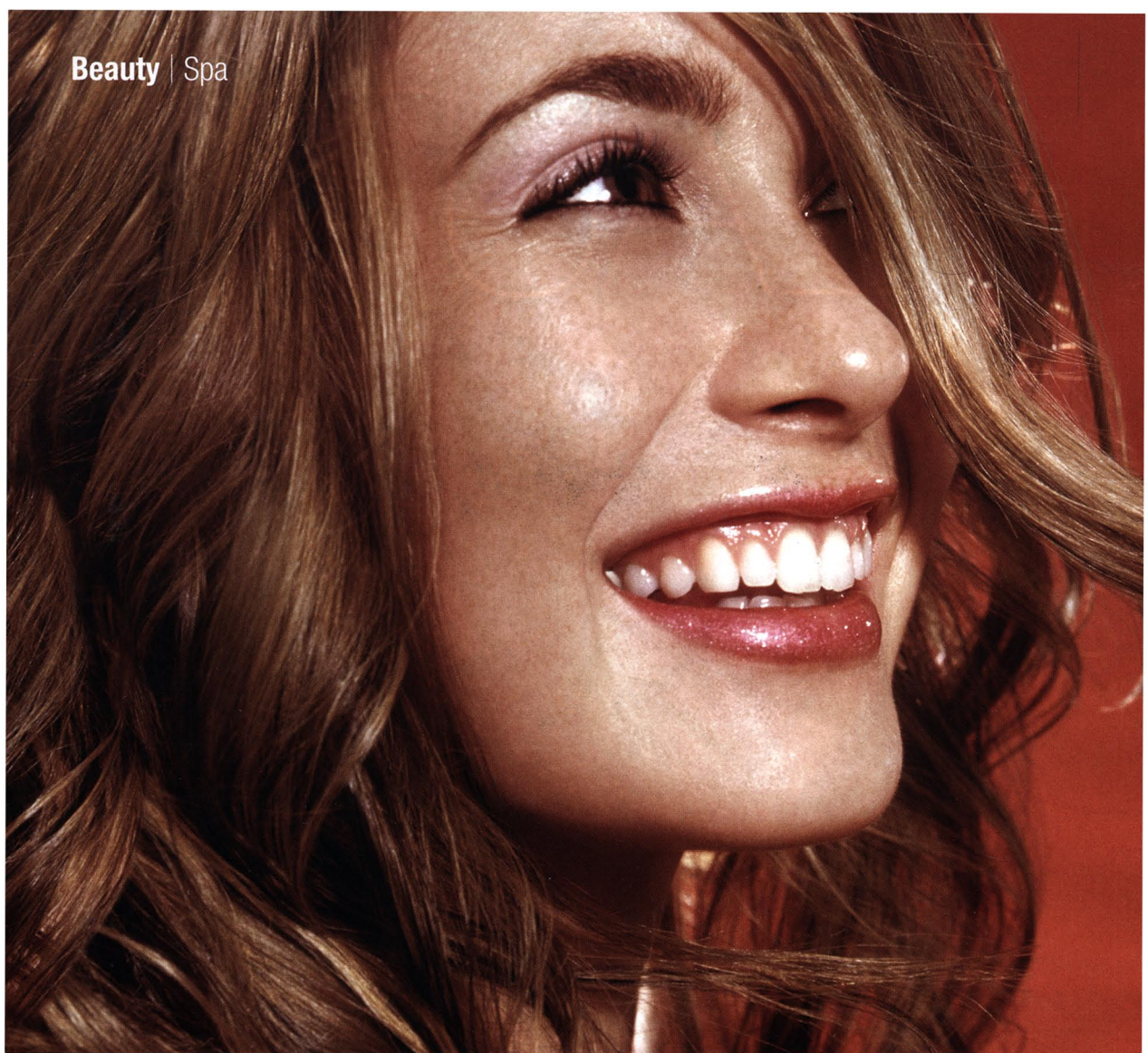
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Say Cheese

The latest whitening technology will give you a reason to smile.

BY DANIELLE SCHLASS SALIMAN

A megawatt smile can boost confidence and improve your appearance. And when your teeth sparkle, people notice.

"You can tell a person's age by the color of their teeth," says New York City dentist James Eisdorfer. "Some people have great face-lifts but they are still obviously long in the tooth." The good news is that in-office whitening procedures are quicker than ever, and a new crop of home whitening products makes it effortless to turn yellow

teeth into pearly whites and shave 10 years off your looks.

SEEK HELP

Dentists favor Zoom whitening for its speed (it only takes an hour) and results. Your teeth will become about eight shades lighter and, assuming you don't overindulge on red wine, coffee and cigarettes, the treatment will last up to a year. For roughly \$1,000 a dentist will paint your gums with a protective gel that hardens under an ultraviolet lamp, coat teeth with a whitening solution made of hydrogen peroxide and shine a halogen light onto teeth to activate the peroxide.