



**REAL-LIFE SOLUTIONS
BY FASHION AND BEAUTY
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Whiten up!

White is my favourite colour — not just for home decor, but for teeth. I've tried a number of at-home whiteners: dentist-made moulded plastic trays used with syringes of a hydrogen peroxide solution, white strips that you peel and apply, toothpastes, gum, even little self-brush-on products. All of these had a positive effect to some extent. But I recently

bit the big enamel bullet, and went for a professional “Zoom” treatment with cosmetic dentist Jordan Soll of Toronto’s Aesthetics in Dentistry.

Zoom is a bleaching process that lightens the discoloration of the enamel. The results can be immediate and dramatic. And while the two-hour procedure is not the most enjoyable I have ever had done, it is certainly not unbearable. Your lips and gums are

covered with a retractor and a dental dam, leaving only your teeth exposed. Whitening gel is applied to each tooth, and then a specially designed light is focused on your teeth. This process is repeated three times, with the gel removed and re-applied every 15 minutes. In my case, the two hours passed quickly. The unexpected delight? I was treated to a warm paraffin hand treatment while “zooming.”

Afterwards, I followed a “white food only” diet for three days to achieve the best results. Oh, sure, I missed red wine, but the results have kept me smiling.

Not everyone may want to spend \$595 for Zoom, however, so here are some at-home products that are worth sinking your teeth into.

- **Colgate's** Visible White Advanced Whitening Fluoride Toothpaste (\$6) helps remove surface stains.
- Used five minutes a day, the **Crest** Whitestrips Daily Multicare

strips (\$50) gradually whiten teeth. They really work!

- The **Rembrandt** Whitening Pen (\$25) provides a convenient way to erase stains before they set in.
- **Rembrandt's** Intense Stain Toothpaste (\$10) is another of this trustworthy line's specialty products.
- The slight, aqua-blue tone of **Benefit's** California Kissin' Smile Brightening Lip Shine (\$19) makes teeth appear whiter.
- The **Sapphire** Professional Home Whitening System (\$250) is to be used with a dental mould for 30 minutes a day.
- The syringes in **Rembrandt's** Professional Treatment Kit (\$60) come complete with a tray applicator — squeeze gel from the syringe into the tray and pop it into your mouth.
- **GoSmile's** Advanced Formula B1 ampoules (\$120) can go with you anywhere. Rub the minty-flavoured liquid onto your teeth and wait 20 minutes. With continued use, you'll obtain a radiant smile.
- You'll only see the **BreathRx** bubble gum machine at your dentist's office. It dispenses tooth-whitening gum: truly an adult confection!



We know beauty takes a little attitude and a lot of experience. Share your age-defying tales: Email me at hilary@moremagazine.ca.