

# Beauty Trends

## A Standout Smile Says It All

(NAPSA)—Investing some time in brightening and whitening your smile can help attract the right kind of attention—whether you want to make new friends or make history.

A lovely smile has always served as a great calling card, and in the age of digital cameras, videoconferencing and social networking, a gleaming set of pearly whites may be even more important in getting the right message across.

However, many Americans don't feel their smile shows them in the best possible light—only one American in three (37 percent) say they are completely happy with their own smile, and nearly one in five (17 percent) say they avoid having their picture taken because they are self-conscious about their smile.

Having a radiant smile is easier to achieve with the latest whitening systems, which work by attacking existing stains and preventing new ones. Caring for your smile should be an important part of any beauty routine.

To manage both surface stains and those below the tooth's surface, it's best to approach the smile care routine in the same way you might a beauty care routine—with daily and periodic treatment solutions.

Periodic intensive treatments are the best way to remove embedded stains, while daily care is necessary to remove surface stains.

That's why a comprehensive system may be your best bet. For example, the Crest® and Oral-B® 3D White™ collection works in several ways. It:



**Approach your “smile routine” the way you would any beauty routine—with daily and periodic treatment solutions.**

**1. Whitens:** Crest® 3D White™ Professional Effects Whitestrips® with Advanced Seal technology deep clean to get at stains embedded below the tooth surface that cannot be reached by brushing or rinsing alone. Worn once a day for 30 minutes, the Whitestrips provide professional-level whitening at home for results you can start seeing in just three days.

**2. Cleans:** Crest® 3D White™ Vivid Toothpaste and Oral-B® 3D White™ Toothbrushes remove surface stains on the teeth. Up to 80 percent of the stains are removed in just two weeks.

**3. Protects:** Crest® 3D White™ MultiCare Whitening Rinse and Crest® 3D White™ Vivid Toothpaste surround teeth with a stain barrier, repelling stains to help prevent future stains from forming. The whitening rinse further whitens teeth by removing surface stains and protecting against future stains.