

# newsworthy trends

## Do-It-Yourself Beauty Begins with a Whiter Smile

(NAPSA)—It seems everywhere you look today people are talking about their latest “do-it-yourself” project for everything from home improvement to self-improvement. It makes perfect sense. When you’re in charge of the project, it is usually more affordable and rewarding. You can work at your own pace—not at the mercy of someone else’s schedule. And because you are in control, you get the results you want.

So if it works so well for kitchen remodeling, hair coloring, and skin care, why not for teeth whitening? Well now you can whiten your teeth at home, on your own time, without changing your routine and for a lot less time and money than you think.

Everyone wants whiter teeth but until now, most procedures took up valuable time and money. New Colgate® Simply White™ is the first-of-its kind major at-home teeth whitening gel product that is easy to use, effective, and affordable. Because it is a clear gel that you brush on with an applicator, there is no need for trays or strips.

“Too often people think they have to spend a lot of time and money to look good,” said Kim Johnson Gross, a style expert who is also the editor of a new lifestyle magazine, *Chic Simple*. “At *Chic Simple*, we are always looking for



**Careful personal grooming, such as whiter, brighter teeth, can help to convey self-confidence.**

products that are more effortless—that make life easier, are more affordable and make you feel better. Simply White™ delivers on all these fronts.”

With Simply White™ you can have whiter teeth in two weeks without changing your routine. You just apply the clear gel to your teeth twice a day, let it dry for 30 seconds and wait 30 minutes before eating and drinking. For even more convenience, the whitening gel comes in a small bottle, making it easy to carry in a jacket pocket, purse or in your overnight bag.

“A smile is such an easy way to improve your overall appearance,” said Johnson Gross. “When you feel good about your smile, you will have more confidence.”