

DENTAL HEALTH

Smile: Getting Whiter Teeth Is Now A Lot Easier

(NAPSA)—Soda, red wine, blueberries, and coffee. Some of life's simple pleasures. But they can also be the reason why your teeth aren't as white as they used to be. This is troubling news for the majority of Americans who want whiter teeth and something to smile about.

"It's simple: my motto is if it stains your furniture, then it will stain your teeth," said celebrity dentist Dr. Michael Frederick Kraus, a teacher of aesthetic dentistry throughout the country with a private practice in Manhattan. "Over time this causes discoloration and your smile loses its brightness and looks dull. Not a lot to smile about."

It is no surprise that today whitening is the number one requested cosmetic procedure. But for many, professional systems offered in dentist's offices are either too expensive or too time consuming. So if you are interesting in pursuing whitening, it is a good idea to start at home with an over-the-counter option that works and is easy and affordable.

USUAL STAIN SUSPECTS

*The Primary Causes of
Tooth Dinginess*

Coffee	Tea
Red Wine	Tobacco
Beets	Blueberries
Chocolate	Soda
Grape Juice	



"I think Colgate® Simply White™ is a good choice for patients who want to explore whitening their teeth at home because it is affordable, clinically proven and convenient," Kraus said. "Using the product is almost as easy as brushing your teeth and the results are noticeable—even on hard to reach teeth."

Colgate Simply White is a clear liquid gel. To use it, apply a thin layer of the gel with the brush applicator onto the teeth, let it dry for 30 seconds and then wait 30 minutes before eating and drinking. That's it. Now start smiling.