

# Move Over Swan, The Natural Beauty Makeover Is In Style

(NAPSA)—Are you one of the millions of fans who are hooked on makeover reality television shows? From ABC's "Extreme Makeover," E! Entertainment Channel's "Dr. 90210," Fox's "The Swan" to FX's "Nip/Tuck" fictional drama series, it's probably no surprise to you that cosmetic surgery has taken on a new face (literally) and ignited a cultural phenomenon among mainstream America that shows no sign of aging.

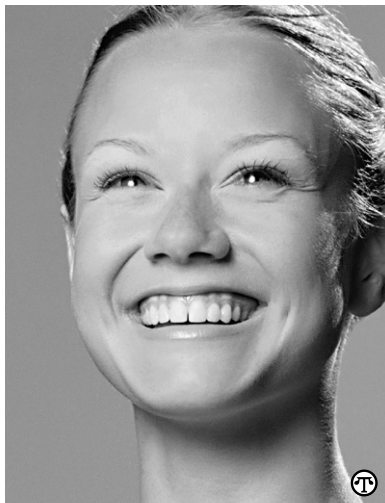
In fact, according to the American Society for Aesthetic Plastic Surgery (ASAPS), Americans spent nearly \$9.4 billion on cosmetic procedures alone last year. The number of cosmetic procedures increased by 20 percent, representing nearly 8.3 million cosmetic procedures performed among both women and men.

"They call it an extreme makeover for a reason," says Kim-Van Dang, Beauty Director at In Style magazine. She says, "While plastic surgery is definitely a personal choice, women should not forget about the natural beauty makeover, which is about taking care of yourself—inside and out."

So before you rush to get lifted, tucked and suctioned, why not consider the inexpensive, healthier and far less risky alternative, the natural beauty makeover. Forget enduring hours of intensive surgery and even longer recovery time. When it comes down to it, you don't need to spend thousands of dollars to beautify your looks to feel good about yourself.

## Secrets of a Natural Beauty Makeover—It All Begins With Your Smile:

**Tip #1:** You've heard it time and again, but one of the easiest



ways to enhance your look is by smiling. In fact, according to an independent study conducted on behalf of the American Academy of Cosmetic Dentistry (AACD), almost 74 percent of American adults believe a bad smile can hurt a person's chances for career success and nearly 92 percent think it's an important social asset. When they asked adults, "What would you most like to improve about your smile?" The most common response was to have "whiter and brighter teeth."

Jill Rethman, a registered dental hygienist, author and consultant to the dental industry says, "In the pursuit of whiter teeth, too many people are getting caught up with teeth-whitening products and are becoming prone to over-bleaching their teeth. This can cause damage with overuse, making teeth more susceptible to staining by damaging the tooth's surface." Rethman adds, "To ensure positive results, it's best to

use teeth whitening products under the supervision of a dental professional."

"One way to achieve naturally whiter teeth," according to Rethman "is by using a power toothbrush like the Sonicare Elite power toothbrush (\$140; [www.sonicare.com](http://www.sonicare.com))." The Sonicare Elite is clinically proven to be significantly more effective at removing coffee, tea and tobacco stains than a manual toothbrush. Further it is proven to maintain the effects of professional teeth whitening treatments significantly longer than an ordinary toothbrush for six months after treatment, according to a recent university study.

**Tip #2:** "Now that you've got a bright smile, a great way to enhance those pearly whites is by wearing a shimmery pink lipstick. It's a universal picker-upper seen all over the fashion runways and the red carpet this season," says Dang, who adds, "it's such a natural and versatile color, it looks fantastic with bronzed skin for day or with smokey eyes at night."

**Tip #3:** Don't forget to laugh—and laugh at yourself! Laughter is healthy. It makes you feel good and it's catchy, too. "I love laugh lines," says Dang. "They are well-earned marks of a happy self."

**Tip #4:** Let your personality shine through. Self-confidence is the biggest beauty asset a person possesses.

Remember, no one is born perfect, but a natural beauty makeover sends a powerful message: Sometimes a big smile and a great outlook on life are mightier than the scalpel!