

# dental gloss

by Lorraine Zywtow

Image is everything. The one with the best smile often gets the job. To help make you more of a winner, cosmetic dentists are brushing on peroxide, straightening teeth with new materials and fixing any dental damage to give you that gazillion dollar smile.

Dr. Anthony Vocaturo, an accredited cosmetic and restorative dentist with offices in New York and New Jersey, calls himself a "smile designer." He asks, "What's the first thing you notice about a person? Their teeth and their smile. First impressions are important."

"People now realize that a simple smile can open doors," says Dr. Michael Pollowitz of the Washington Center for Cosmetic Dentistry in Washington, D.C.

In restorative dentistry, porcelain laminate veneers are thin facades fitted to the teeth in two procedures. According to Dr. Gregg Lituchy, "porcelain veneers are the Mercedes of cosmetic dentistry." Dr. Lituchy, of Lowenberg & Lituchy of NYC, is dentist to the stars and supermodels; Cindy Crawford, Christy Turlington, Naomi Campbell and Kevyn Aucoin are just a few of his patients. Lituchy adds, "Veneers have a long life span, don't stain, mimic natural enamel and are translucent." His veneers are hand-made by world-known ceramic artist Jason Kim of the Oral Designer Lab.

Dr. Vocaturo, dentist to Miss USA® pageant contestants, uses his long-time interest in art to sculpt teeth and apply veneers to teeth stained by an overdose of Starbucks and smoke.

"New, metal-free materials use space-age ceramics and give crowns and veneers a natural appearance," says

Dr. Pollowitz, whose practice is now more boutique, with a focus on smile makeovers using up-to-the-minute techniques.

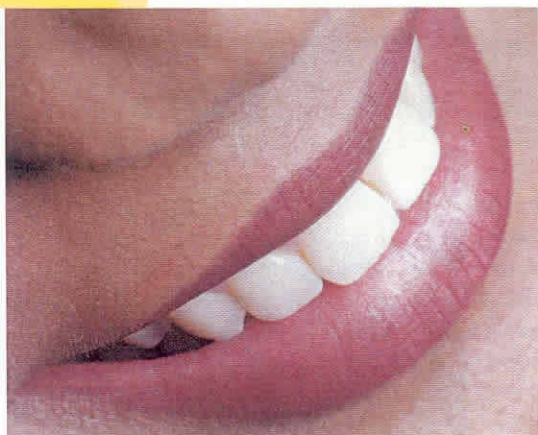
Move over Ponce de Leon, today's dentists have found the fountain of youth—rejuvenating aging smiles, lengthening worn teeth and reshaping and rebuilding arches.

Bleached teeth are now as popular as bleached hair. In just 60 minutes, you can have your teeth whitened during

a lunchtime break. Why go to Dean & DeLuca when you can brown-bag it and spend your cash on that heart-breaking smile?

How exactly is true laser bleaching done? Heat is applied with a CO<sub>2</sub> laser to teeth that have been coated with hydrogen peroxide. A three-hour treatment costs about \$2,000. You can get nearly the same results with a 45- to 90-minute laser treatment using a high-output light. Luma Lite by Dr. Vocaturo or Brite Smile by Dr. Pollowitz cost between \$500 and \$750. A third, more time-consuming option, done at-home, uses a tray filled with whitening gel which is worn for two to three hours a day for two to three weeks. \$300 to \$450 can buy you a Tom Cruise-like smile. Dr. Vocaturo is patenting Pageant White, an at-home treatment kit, that will be available soon for \$39.

Cosmetic dentistry is happy dentistry. Forget drills and Novocain. Most procedures are painless. So check it out, save up and get ready for the grin of your life.



Cindy Crawford  
Naomi Campbell

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