

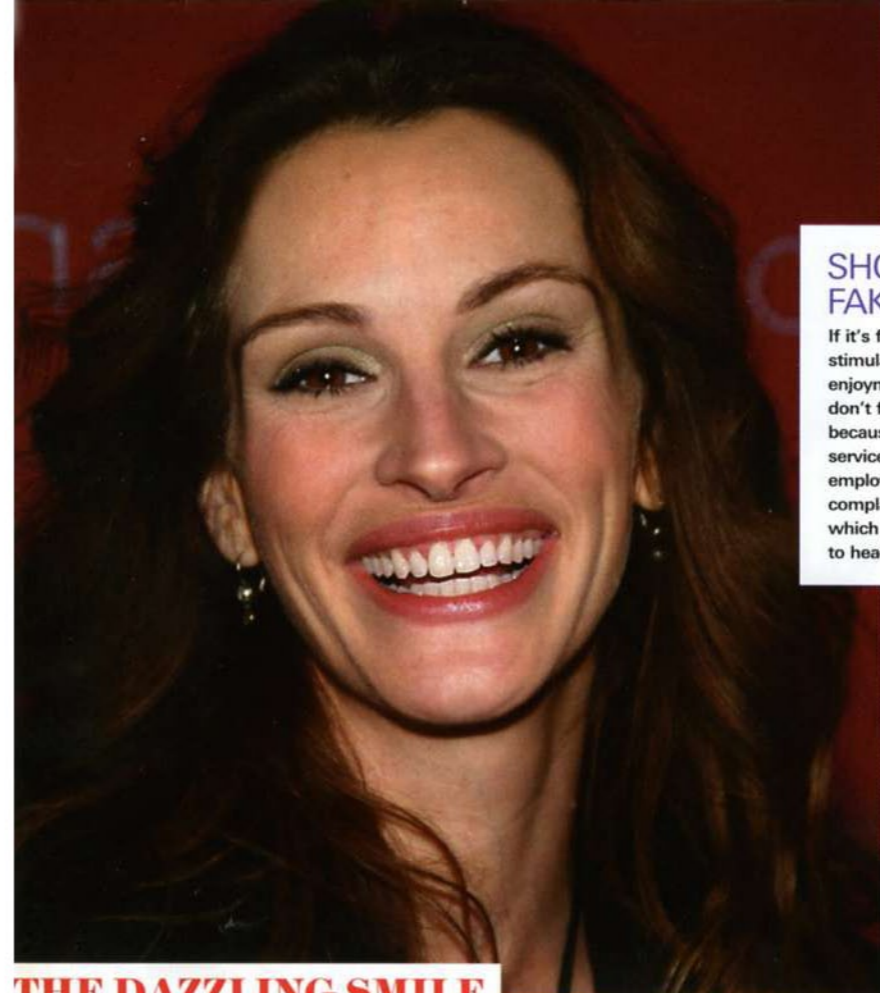
HEALTH



20 SECRETS OF AN A-LIST SMILE

It can get you a rise, a date, and more friends than you can shake a toothpick at. Here's how to make yours a knockout

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THE DAZZLING SMILE

Never underestimate the power of a spectacular smile. It's no coincidence that some of the world's biggest stars (Kylie Minogue, Julia Roberts) can light up a room with their brilliant grins. 'If you have a dazzling smile, people treat you differently,' says Tim Newton, professor of dental psychology at King's College, London. 'People with healthy white teeth are seen as clever, popular and well adjusted. They're even rated as more intelligent – so your teeth may even help you get a job.'

There are over 20 different smiles, but a genuine smile that contracts the muscle round your eyes is the most appealing, say psychologists. So go easy on the Botox – too much stops your smile reaching your eyes.

From so-so to sensational

● **Smile slo-o-wly** A smile that takes at least 0.5 seconds to form is

seen as more attractive (and flirtatious) than a quick flash.

● **Make eye contact** It makes your smile eight times more attractive to the opposite sex, says psychologist Ben Jones of the Face Research Lab at Aberdeen University.

● **Have a professional clean** A six-monthly session with a dental hygienist will make your teeth sparkle. For a real Hollywood effect, try the High Gloss Diamond Polish

from Toothplace, the UK's first walk-in dental hygiene bar (£80, www.toothplace.co.uk).

● **Get them model-straight** Porcelain veneers are undetectable (especially if you opt for a natural shade rather than Jodie-Marsh white) and only need replacing every 15 to 20 years. The standard procedure, which involves stripping back the enamel, costs from £300 to £700 per veneer. If you only need to

SHOULD YOU FAKE A SMILE?

If it's for your benefit, yes. Smiling stimulates the part of the brain linked to enjoyment, so it's worth doing even if you don't feel like it. But don't smile just because it's expected. In Japan, where service industries often insist that female employees smile all the time, women complain of 'perma-smile syndrome', which blocks their real emotions and leads to headaches and depression.

'PEOPLE WITH HEALTHY, WHITE TEETH ARE SEEN AS CLEVER, POPULAR AND WELL ADJUSTED'

'I HAD MY TEETH STRAIGHTENED ABROAD'



Health writer Sally Brown, 42, went to Hungary for bargain-price veneers

'I'd got used to being as snaggle-toothed as the young David Bowie, but when I started losing the enamel on my front teeth, I'd had enough. I paid for four veneers when I was 25 but eventually they started to look worn. For my 40th birthday, I thought I'd have them replaced,

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cover a small chip, ask about Lumineers, which won't damage your existing tooth, from £600. 'Always ask to see a dentist's portfolio before you agree to any cosmetic work,' says Dr Tif Oureshi from the British Academy of Cosmetic Dentistry. 'A good one will be able to show you up to 500 before and after photos.' For a list of qualified cosmetic dentists near you, visit www.bacd.com.

but I was shocked by the prices at home – one quote was for £20,000! I did some research online and found Dr Zsuzsanna Juhasz in Budapest, who trained at the University of California. He's known as "the perfectionist" – when I checked his portfolio I found out why. I paid £2,500 for 10 veneers, which, even with a flight and a hotel stay, was a bargain. They're not Hollywood white, they're just a straighter, whiter version of my own teeth, which is all I ever wanted.' www.smilesavershungary.co.uk >