

Tips For A Million-Dollar Smile

(NAPSA)—A bright, beautiful smile may have more value than many people realize. Aquafresh White Trays—a new, over-the-counter tooth-whitening tray system that provides visibly whiter teeth in as few as three days—thinks TV star America Ferrera’s smile is worth millions, and has insured it for \$10 million through an exclusive Lloyd’s of London insurance policy. While Ferrera’s \$10 million smile may be one of the most recent celebrity body parts to be insured, her pearly whites join an esteemed list of famous features protected by Lloyd’s of London that has included Keith Richards’ fingers, Marlene Dietrich’s legs and Santa’s beard.

Ms. Ferrera and Aquafresh White Trays want to help make a beautiful smile accessible to the many Americans who cannot afford proper dental care—that’s why they have teamed up to help Smiles for Success, a nonprofit organization that provides dental care to women transitioning from welfare to work. Aquafresh White Trays will donate up to \$100,000 to the organization. If the goal is met, this will be the largest corporate donation Smiles for Success has ever received.

“It’s exciting to have my smile insured by Aquafresh White Trays in order to spotlight the important work of Smiles for Success,” said Ferrera. “I’m proud to help raise money for this organization, which provides free dental care for women transitioning from welfare to work.”

To help you achieve a dazzling smile that will make your inner beauty shine through, here are a few tips from Aquafresh White Trays:

- **Sport the Inside-Out Smile**

- Few things are more beautiful than a big, genuine smile. How you’re feeling inside shows on the outside. Make the choice to think positively—you have the power to do that! Watch how quickly you get complimented for having “a glow.”



TV’s “Ugly Betty” star America Ferrera flashes her radiant smile with Aquafresh White Trays to help Smiles for Success.

- **Flash a Million-Dollar Smile, Don’t Spend It**

- Professional whitening treatments can get very costly. Choose a less expensive, over-the-counter option. And what better way to whiten than without the hassle of strips that can slip and messy paint-on gels. New Aquafresh White Trays (www.AquafreshWhiteTrays.com), which are soft, prefilled trays that contain the same whitening ingredient used by dentists, can help you get whiter, brighter teeth in as little as three days, with full results in just seven—and you use them just ONCE a day.

- **Pamper Your Pucker**

- The last thing you want is dry, chapped lips taking the attention away from your beautiful smile. Care for your lips by using a damp washcloth or toothbrush to gently exfoliate them, and then apply an effective lip moisturizer to keep them hydrated all day long.

- **Accessorize Your Glass**

- With a straw, that is. Using a straw when drinking dark-colored beverages can help prevent tooth staining and keep your pearly whites dazzling bright.

Learn about more tips for achieving a radiant smile at www.aquafreshwhitetrays.com.