

Celebrity Dentist Helps Consumers Cut Through The Whitening Clutter

(NAPSA)—According to the Academy of Cosmetic Dentistry (AACD), interest in tooth whitening has grown 300 percent in the past five years and is now the number one most requested cosmetic procedure among patients both under and over 50 years of age. From the latest advances in expensive in-office procedures to the newest in affordable drugstore options, the whitening market does not show signs of slowing, but how do consumers in search of a whiter smile choose?

New York-based dentist to the stars, Dr. Gregg Lituchy, knows what it takes to have a great, white smile and also believes that regardless of lifestyle, people are more capable than ever to achieve one. Famous for working on the smiles of mega-watt celebrities including Courtney Cox-Arquette, Naomi Campbell, Cindy Crawford, Christy Turlington and Heidi Klum, Dr. Lituchy stresses that it's no longer necessary for people to spend huge amounts of money to whiten their teeth because there are so many over-the-counter options.

When choosing a whitener in the shopping aisle, Dr. Lituchy has some words of advice to help consumers, and says that lifestyle and efficacy are key considerations. The latest innovations to enter the market are nighttime whiteners from companies including Crest, Colgate and Rembrandt.

"One of my top recommendations for those looking to whiten while they sleep is Crest Night Effects," says Dr. Lituchy. "This product works over 14-nights because of the LiquidStrip Technology™ that holds the whitening gel to the teeth so that it does not wash away, which is key to achieving optimum results. It also



THE GREAT WHITE SMILE—It's no longer necessary to spend huge amounts of money to get it.

is clinically proven to provide twice the whitening of Colgate Simply White Night*."

For those who can afford more expensive treatments, Dr. Lituchy suggests The Zoom!, an in-office whitening system that takes about an hour and a half and may cost up to \$1,500. Porcelain veneers are also an alternative if people are looking to drastically change the appearance of their smiles. Referred to as "the Rolls-Royce of the dental industry" by insiders, veneers can cost up to \$1,800 a tooth in some instances.

According to Dr. Lituchy, who takes great pride in the confidence his patients exude when showing off their new smiles, whitening your teeth and achieving great results is no longer an intimidating luxury. Thanks to the emergence of products like Crest Night Effects, anyone can clear through the clutter and wake up with something to really smile about.

*Average whitening improvement over 14 nights. Colgate Simply White Night is a registered trademark of the Colgate-Palmolive Company.