

# newsworthy trends

## Gorgeous Grins For Everyone

(NAPSA)—Super smiles aren't just for cover models anymore, they're for the rest of us, too. The cultural demand for a gorgeous grin has mushroomed, with the smile now considered a status symbol signifying health, youth and beauty. Just ask L.A. dentist Jennifer Holtzman, DDS, who says that several hot trends in caring for smiles are emerging as a result of the newest obsession with obtaining a glamorous grin.

“Aside from the explosion in whitening, the oral care trend has really been fueled by recent breakthrough innovations that have made high-quality products and a beautiful, white smile affordable and accessible to everyone for the first time,” says Holtzman. “Caring for the smile has come a long way from the days when twigs were used as toothbrushes. My patients are interested in everything from brightening smiles, freshening breath and obtaining an overall healthy mouth.”

Holtzman has identified three major trends in the field of beautiful, healthy smiles. They are:

- **The end of manual toothbrushes.** Manual toothbrushes are on the trail to becoming obsolete. People are switching over to electric toothbrushes en masse because of the availability of high-quality electric brushes at low prices. Consumers who are looking to keep up with the latest trends and get the highest quality brushes are making the switch. The Crest SpinBrush Pro is at the forefront of this trend because for under \$8, it brings consumers technology, design and cleaning power that is comparable to expensive electric brushes. It also cleans better than an ordinary manual toothbrush.

- **Caring for the smile as part of the overall beauty regimen.** One of the best accessories a person possesses is the smile. For the first time ever, Americans are understanding that they need to take care of their teeth just like they care for their hair, skin and



nails. SmileCare, taking care of teeth, gums and smiles as part of the daily beauty routine, has become a popular way to approach keeping smiles looking youthful and radiant.

- **Breath control gets hotter.** A great smile can be hindered by bad breath. Americans have become as obsessed with how their breath smells as how their smile glows. Sugarless mints, gums and candies are a fast fix, but fresh breath begins with a clean mouth. Daily brushing, flossing and cleaning the tongue, where bad breath begins, are essential. Also, foods such as onions, garlic and heavy spices like curry and chili pepper can lead to bad breath. As an alternative, Dr. Holtzman recommends “munching on raw veggies and fruits that have a high water content, which stimulates the flow of saliva and helps hydrate the mouth keeping breath fresher longer.”

Keeping a smile healthy and beautiful can be simple. With so many product innovations, the latest items in oral care are more and more popular.

To learn more about product innovations or to learn how to care for your smile visit [www.spinbrush.com](http://www.spinbrush.com).