

New Teeth Spa Treatments: Do They Work?

Glamour tests three procedures that promise to whiten your smile while relaxing the rest of you.



Should you try? Prophy Power (\$125)

TREATMENT: Thirty-five-minute tooth polishing and jaw massage done in a dentist's office

PROMISES: Whiter teeth for three months

EXPERIENCE: The patient's neck, hands and eyes are covered with herb-filled wraps. Gums are massaged, then the teeth are shined by the dentist with a Prophy-Jet—a high-speed polisher that feels "like an express car wash for your teeth," says *Glamour's* road tester. Next, the dentist administers a jaw massage.

RESULTS: "My teeth aren't much whiter, but they feel smoother."

TO FIND: Call Rozenberg Dental Day Spa, NYC, at 212-265-7724.

Should you try? BriteSmile (\$500)

TREATMENT: One-hour teeth-whitening procedure done in a dentist's office or at one of BriteSmile's spas

PROMISES: Whiter teeth for up to two years (maintained by using BriteSmile toothpaste, which has a mild peroxide whitener)

EXPERIENCE: The dentist coats teeth with a gel containing whitening chemicals that are activated by a painless blue plasma light aimed

at the teeth for 60 minutes. The procedure is safe, claims Santa Monica, California-based dentist Charles Jeng, D.D.S. "But the bleaching agent wears off in time, so you have to repeat the procedure every one to two years."

RESULTS: "My teeth definitely got a few shades lighter in a natural-looking way," says *Glamour's* scout.

TO FIND: For a participating dentist—or for a BriteSmile center near you—call 800-274-8376, or log on to britesmile.com.

Should you try? Floss & Gloss (\$55)

TREATMENT: Thirty minutes of tooth polishing and between-teeth stain-removing done in a dentist's office

PROMISES: Whiter teeth for three to six weeks

EXPERIENCE: A hygienist dips dental floss in medicated mouthwash and covers it in silica powder, which acts as a pumice to rub out stains. She then flosses between and polishes teeth.

RESULTS: "My teeth looked shinier and smoother—but there was no noticeable difference in whiteness," reports *Glamour's* tester.

TO FIND: Log on to dentalduplex.com. —MICHELLE BENDER



New! Do-It-Yourself Dental Therapy

1. CREST WHITESTRIPS (\$44; whitestrips.com): To whiten teeth, apply one gel-coated strip for 30 minutes to upper teeth, twice daily. Use for two weeks, then repeat procedure on lower teeth. *Road-test result:* "The first strip left such a strange, jellylike residue on my teeth, I was too yucked out to keep at it after the first day."

2. FUZZY BRUSH (\$6 for 10; fuzzybrush.com): Put this mouth-freshening mini toothbrush head (it contains xylitol, a sweetener some claim fight, plaque) in your mouth and chew for up to 20 minutes as you would a wad of gum, then throw it away. *Road-test result:* "It felt like a mouth massage and had an addictive taste—so good I chewed several."

3. BREATHRx (\$8; 800-348-8806): Rinse daily with this product: line's mint-flavored anti-bacterial mouthwash to help rid your mouth of bad-breath-causing germs. *Road-test result:* "Tasted a lot like strong mouthwash and left my breath feeling clean." —M. B.