



The Bespoke Smile: Zoe Ball knows the importance of a dazzling set of pearly-whites

A WINNING SMILE

Cosmetic dentistry can make a dramatic difference to your appearance. **Avril O'Connor** looks at the options

EVERYBODY knows that a beautiful smile can win friends and influence people. That is why film stars, models and media personalities use cosmetic dentistry to enhance their image. But despite our teeth being one of the first things that people naturally focus on they are surprisingly neglected.

According to industry statistics: Nineteen out of 20 people suffer from gum disease at some point in their life, making it the most common disease in the world. One in four adults suffer from bad breath on a regular basis.

Two-thirds of people who brush their teeth twice a day still have visible plaque deposits. Even those who brush their teeth immediately before examination have plaque on one-third of their teeth. Neglect of the gums and teeth is not only bad for our image but also for our general health. Gum disease is caused by a build up of bacteria-infested plaque, which, in its severest form, results in loss of teeth as the gums shrink.

It can also shorten life expectancy as the bacteria is recycled through our bloodstream. So looking after our teeth is not simply a question of vanity. Brushing, flossing and regular dental and hygienist check ups are vital. Giving up smoking is also important.

The good news is that it is now easier than ever to look after our teeth and a far more pleasant experience that it used to be, particularly with the increasing numbers of dental spas opening up in the capital. These tend to offer a range of aesthetic treatments, including non-surgical procedures.

Patients lay back listening to their favourite music on an iPod while the experts work at their teeth. It is possible to get a foot or hand massage to take your mind off that buzzing drill.

Cosmetic dentists work to correct aesthetic problems rather than serious dental diseases — although some are qualified to do both — and can improve a person's smile through a variety of techniques, including veneers (usually thin porcelain bonded to the original tooth), crowns and bridges (tooth replacements) and tooth whitening.

It is possible to have a whole smile makeover, which transforms the face, and there is even a

dental facelift that works by restoring and rejuvenating the teeth, uplifting sagging jawlines and taking years of a person's age. An increasing number of older people are now having orthodontics to straighten unattractive teeth with new high-tech invisible braces.

The cost of cosmetic dentistry varies, not least because it is bespoke and also because of different techniques and the quality of materials.

Veneers, for example, can cost between £250 and £900 each, depending on whether they are composite or porcelain; crowns from £750 and whitening from £500.

A full smile makeover can cost from a few to several thousands of pounds.

For healthy teeth that simply need whitening there are now many safe and relatively inexpensive home treatments now on the market.

TOP COSMETIC DENTISTS AND TREATMENTS:

DENTAL REJUVENATION
by Dr George Druttman at CAP 600

One of the latest and most popular treatments is improving the appearance of ageing teeth and one of the leading specialists in London is Dr George Druttman of Cap600 in the City. He says: "Teeth are one of the first features that people look at. Our teeth deteriorate over the years, gradually taking on more and more imperfections that betray our age, or maybe make us look even older than we really are."

"In western society, where one in six people will soon be over 65, everybody wants to stay as young-looking as possible."

The solution to ageing teeth is to use a combination of techniques, including recontouring

(whitening and shaping), replacing fillings to blend in, and bonding using a synthetic material to shape and alter the size of teeth and veneers.

The lips can also be treated by using natural fillers, such as Restylane, which contains hyaluronic acid, to accentuate lipline, fill out lips and plump out lines.

Dr Druttman adds: "Most people do not realise what can be done by cosmetic dentists."

Contact: Dr George Druttman at Cap 600, 123 Cannon Street, London, EC4N 5AX. Tel: 020 7621 0600; Email: dental@cap600.com; www.cap600.com

FOUR STEPS TO A NEW SMILE
by Dr Justin Glaister at UMBRELLA

Dr Justin Glaister is the clinical director of Umbrella and one of the leading cosmetic dentists in Britain. The "four steps to a new smile" is one of his signature treatments and aims to transform the whole appearance of your face.

An initial assessment is made of the appearance of your smile, the health of your gums and surrounding bone, jaw joints and the stability of your bite are evaluated. You may need radiographs.

Any remodelling work will be carried out on your teeth. All your new teeth are made in several different tones to give a natural look. Clients include hairdresser Nicky Clarke.

Contact: Dr Justin Glaister, Umbrella, 11 Harley Street, London W1G 9PF. Tel: 020 7612 9802; www.umbrellas-miles.com

THE DENTAL FACELIFT
by Dr Phil Stemmer

Aesthetic specialist and dentist to the stars, Dr Phil Stemmer treats people who want to enhance their looks to advance their careers or improve their self esteem.

At one end of the spectrum this involves complete non-surgical face lifts to those with disfigured, crooked or unevenly spaced teeth. As well as veneers, one of the most popular treatments at the clinic is tooth whitening.

Contact: Dr Phil Stemmer, Conan Doyle House, 2 Devonshire Place, London W1. Tel: 020 7935 0406; www.drphilstemmer.co.uk; www.freshbreath.co.uk



Sophie Ellis Bextor is one of Dr Oliver's clients

Picture: REUTERS

RECONSTRUCTIVE AND AESTHETIC DENTISTRY
by Dr Stanley Kay

Dr Stanley Kay is a leading pioneer of reconstructive dentistry as well as cosmetic dentistry. These include detailed and sometimes invasive procedures for those who need far more work than simple aesthetics, such as root canal work and problems with the temporomandibular joint, which can be out of alignment. Treatment includes the replacement of missing teeth and other procedures.

Contact: Dr Stanley Kay at the Harley Street Dental Clinic, 103 Harley Street, London W1. Tel: 020 7486 1059; Email: info@hsdc.co.uk; www.harleystreetdentalclinic.co.uk

HARLEY STREET SMILE
by Dr Anthony Zybutz

Dr Anthony Zybutz's signature treatment is the Harley Street Smile, a version of the Hollywood Smile, for people who prefer a more subtle look. He uses a combination of procedures from cosmetic contouring, whitening and veneers to restore the original beauty of teeth in a minimally invasive way with minimum discomfort.

Contact: Dr Anthony Zybutz, 39 Harley Street, London W1. Tel: 020 7580 9541; www.39harleystreet.co.uk

CELEBRITY SMILE MAKEOVER
by Dr Joe Oliver

Dr Oliver's clients include Tamzin Outhwaite, Sophie Ellis Bextor and Jordan. Treatments include veneers, whitening, invisible braces, white fillings, and implants. He pioneered the use of photo imaging so that the client can see what their new smile could look like with the aid of digital imaging technology.

Contact: Dr Joe Oliver at The Welbeck Clinic, 20 Welbeck Street, London W1. Tel: 0870 2416903; www.thewelbeckclinic.co.uk

PERFECT SMILE WITH THREE-D MODELLING
by Dr Mark Hughes

The Harley Street Dental Studio uses a variety of techniques imported from America, including the finest "micro-thin" veneers and the use of Cerec 3D Cad-Cam to laser-scan teeth, producing a three-dimensional model on the computer. Dr Hughes is then able to cut a porcelain filling in less than 10 minutes.

Contact: Dr Mark Hughes at the Harley Street Dental Studio 42, Harley Street, London W1G 9PR. Tel: 020 7636 5981; www.harleystreetdentalstudio.com

THE BESPOKE SMILE
by Dr Victor Hillman

Dr Victor Hillman specialises in preventative, periodontal and cosmetic dentistry and celebrity smiles for the likes of Barbra Streisand and Zoe Ball right through to Jonathan Ross. He specialises in "Whole Mouth Rejuvenation" and uses the latest advances in technology to transform clients' smiles, including whitening, veneers, implants or a combination of these. The practice is particularly good for those with dental phobias.

Contact: Dr Victor Hillman at The Cosmetic Dental Practice, Golders Green, London NW11. Tel: 020 8731 9020; Email: info@thecosmeticdentalpractice.co.uk; www.thecosmeticdentalpractice.co.uk

CLEARSTEP
by Dr Andrew McCance

Clearstep is a revolutionary new brace created by Dr Andrew McCance. It is not only virtually invisible, but can be removed for eating, cleaning and business meetings. Unlike conventional braces it does not need teeth to be acid-etched to attach it and does not affect speech. It is also far cheaper than conventional orthodontic

treatment which can cost up to £4,000, at about £1,000. Contact: Dr Andrew McCance at the Clearstep Centre, 47 Montague Mansions, Baker Street, London W1; Tel: 020 7486 6917; www.clearstep.co.uk

WHITENING AT HOME

The Super Smile Accelerator Kit
Brush your teeth for two minutes twice a day for dramatically whiter teeth without the hassle of trays. The dual system contains a tube of accelerator and another of toothpaste. The products work together with a gentle bleach and clean the teeth at the same time. The manufacturers say it is safe for tooth enamel.

Price £22.50 from www.HQhair.com

Rapid White Starter Kit

Rapid White whitens teeth by up to three shades in just a week, and six shades in two weeks, using a non-peroxide formula. It uses an accelerator, whitening gel and a mouth tray. The full kit costs £19.95 but a starter kit is £7.95, available from Boots.

CleverWhite Day & Night

This convenient, lipstick-sized, tooth whitening product combines a minty

gel, which gets to work while you sleep, with an instant whitening wax to top up your smile as often as you like throughout the day. It can whiten teeth by up to 3.5 shades in 14 days.

On sale at Boots for £12.95RRP

Hollywood Smile by Collagenics

This is a 14-day home treatment that begins with an initial consultation at a clinic. Impressions of the client's teeth are taken to allow for custom made trays to be made that fit your teeth perfectly. These are used at home with a gel — a small amount of gel is squeezed into the trays and then worn for a minimum of four hours, normally at night.

Contact: Collagenics, Tel: 0845 330 3077; www.collagenics.com

Beverly Hills Formula

This is a special whitening toothpaste that is gentle and works with regular daily brushing. It's available from Superdrug, Tesco, Asda, Sainsbury's, Harrods and Selfridges. Priced £3.99. stockists: www.beverlyhillsformula.com

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SIGNS OF AGEING TEETH

Colour — Older teeth lose brightness and luminosity and become darker. Wear makes them short and stubby. Years of food, smoking and coffee may stain teeth permanently.

Shape — Young teeth are convex but wear makes the shape of older teeth straight or even concave. Tooth grinding, accelerates this dental erosion. Chipped edges are another sign.

Surface — The fine ridges of the teeth are smoothed away and cracks in the enamel may appear.

Fillings — A mouth with silver-mercury (amalgam) fillings with give teeth an overall appearance of dullness.

Lips — The lips thin and sag, there may be vertical lines, all of which are hastened by smoking.

NEXT WEEK: HANGOVERS - PREVENTIONS AND CURES

Send Your Job Lot Festive Greeting

Download your festive mms message and send to friends and colleagues to make the chuckle this Christmas.

Simply Text the word AM followed by a space and then the name of the image you would like to XXXX as per the list of keywords under each image. The image will be delivered to your phone as a picture message which you forward on!

Texts cost £1 plus your standard network operator rate
Merry Christmas

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