

# BEAUTY

You don't have to call Simon Cowell's people for a whiter smile – here's how to get gleaming teeth, whatever your budget

## QUICK FIX £

The average Brit drinks 26 bottles of red wine per year. Great news for off-licences, bad news for our teeth. The tannins in red wine make it one of the worst tooth stainers around and a recent survey found that stained teeth can age you by 13 years. Yikes! The quickest way to disguise discolouration is with a slick of lippie. 'Using a blue-toned pink or red lip colour will counteract yellow tones in teeth, giving the illusion of a whiter smile,' says celebrity make-up artist Cassie Lomas. Try **Perfect Colour Lipstick** in High Red (1), £2.59, Miss Sporty (superdrug.com).

## CHEAP TREAT ££

Oral-B's latest offering spells the end of whitening toothpastes over-promising and under-delivering. Its **3D White Luxe Glamorous Shine** (2), £3.99 (available nationwide), may be pricier than your average tube of toothpaste, but it removes up to 90 per cent of surface stains in just five days. Or, for a quick whitening fix, apply Blanx's new **White Shock Whitening Gel Pen** (3), £9.99 (feelunique.com) for 15 minutes before brushing off. It contains Actilux, an active whitening agent that will brighten without damaging.

## WAIT FOR PAY DAY £££

'Tooth enamel is the hardest substance in the human body. It's what gives teeth their white appearance and taking care of it is really important,' says Dr Uchenna Okoye, Oral-B's Smile Ambassador. Enamel forms a protective layer over dentine (the yellow-coloured second layer of the tooth) and, as it is eroded by the acid in food and drink, the dentine becomes more visible, giving the appearance of stained teeth. To help slow down this process of enamel erosion, try Regenerate's **Boosting Serum** (4), £30 (boots.com), a monthly treatment that restores mineral content.

## WORTH THE INVESTMENT ££££

We all know that we should brush our teeth for two minutes, twice a day, but let's be honest with ourselves – it's easy to let the routine slip. In fact, 'The national average brushing time is a measly 47 seconds,' says Philips dental hygienist Mhari Coxon. Neglecting your basic brushing can lead to tooth decay and staining, so ditch your manual brush and 'invest in an electric brush with a two-minute timer to help you get back on track'. We like **Sonicare Diamond Clean Pink** (5), £250, Philips (boots.com). And don't forget to floss regularly.

## BLOW THE BUDGET £££££

A survey of 1,000 people by the American Dental Association found that the smile outranked eyes, hair and the body as our most attractive physical feature, so it's worth spending the big bucks on keeping your pearly whites as sparkly as possible. At-home whitening treatments can be fiddly, lengthy and unreliable, so it's best to book in with a professional. The in-surgery whitening treatment at **London Smiling**, from £800 (0844 824 8166), will whiten teeth up to eight shades in one hour, and the results will last for three to five years.

# THE BRIGHT STUFF

