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Dentistry Media Placements

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See Yourself 10 LBS. THINNER! p.19

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● **24 Tricks** That

BEAUTY
We Tried It! FITNESS staffers put over-the-counter tooth brighteners to the test.



Colgate Luminous Enamel Strengthening Toothpaste in Mint Twist, \$2.99, drugstores
THE CLAIM: Fluoride gently lifts away surface stains, while minerals help rebuild weak enamel so teeth appear shinier.

OUR TESTER SAYS: "The texture wasn't abrasive like other whitening toothpastes I've tried, and the mint flavor made my mouth feel really clean."
—Sara, 24

THE PRO SAYS: "By removing tartar on a daily basis and strengthening the enamel in between professional cleanings, it will make your smile brighter," says Dr. Liechtung.



GoSmile Zen Toothpaste for Sensitive Teeth, \$18, sephora.com

THE CLAIM: Potassium nitrate helps block exposed areas in the enamel, while silica polishes away stains and fluoride prevents decay and strengthens the enamel.

OUR TESTER SAYS: "The paste felt slightly chalky but my teeth didn't have the sensitivity they usually do while brushing."
—Tara, 28

THE PRO SAYS: "Minerals combined with your saliva help to close off exposed nerve fibers and lessen sensitivity from overwhitening," says Dr. Rosen.



Crest Whitestrips Daily Multicare, \$39.99, drugstores

THE CLAIM: Daily use of these five-minutes-a-day formfitting gel strips prevents stain buildup, whitening teeth several shades after one kit (42 pouches).



WATCH WHAT YOU SIP

Coffee, tea, dark soda and red wine (and, of course, cigarettes) can penetrate teeth's enamel and cause yellowing. "Skip them entirely for 24 hours after a professional treatment, when teeth are more apt to absorb dark hues, or use a straw to lessen the contact," advises Dr. Rosen.

OUR TESTER SAYS: "I noticed a slight difference after a week, but once I finished the box, I got tons of compliments on my super-white smile."
—Nicole, 27

THE PRO SAYS: "Even low amounts of peroxide can have a big effect—it's really about using the active ingredient on a consistent basis," says Dr. Rosen.



Listerine Whitening Pre-Brush Rinse, \$5.49, drugstores

THE CLAIM: Germ-fighting ingredients prevent bad breath, while whitening agents brighten your smile after 12 weeks.

OUR TESTER SAYS: "I didn't like the taste it left behind, but my teeth are whiter and it's super-easy to use."
—Kathy, 45

THE PRO SAYS: "A whitening rinse is a great tool to prevent already whitened teeth from rebounding back to their original shade," says Dr. Liechtung.



Sally Hansen Smile Brightening Lip Treatment in Radiant, \$6.95, drugstores

THE CLAIM: The blue-based hues diffuse yellow tones and make not-so-bright smiles seem super-white.

OUR TESTER SAYS: "I never think my teeth look really white, so I loved applying a gloss to instantly make my smile seem brighter."
—Jenna, 31

THE PRO SAYS: "The color white that your eye can see naturally has blue undertones," explains Dr. Rosen.

QUICK
Pants Too Tight? See p.52

BONUS!
Save Money and Your Health, p.94

EASY
6 Brighter Smile Tips p.35

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NEWS

Roll back the years with a dental facelift

Would you still dread going to the dentist if you knew you'd emerge looking 10 years younger? Here's our guide to the very latest anti-ageing dental techniques

By Clara Penn

It seems Hollywood's obsession with cosmetic dentistry is well-founded. 'Having your mouth done' is the smartest way to knock off years, and everyone is catching on. 'There's been an explosion in demand for cosmetic dentistry in Britain,' says Howard Stean, who runs ADAPT, a group of dentists pioneering face-changing dental surgery. 'It's going up 25 per cent every year.' And, of course, going under the drill has nothing like the stigma of going under the knife. Brit beauties including Laura Bailey, Sadie Frost and Patsy Kensit are happy to admit they've had their teeth improved. The latest invention is the dental facelift, which lifts and re-sculpts the lower face for a younger, stronger jawline and beautiful smile. There's also increased demand for teeth straightening procedures. But the treatment most in demand, according to Dr Jeremy Hill, the Beckhams' dentist, is whitening. 'It's getting so people are asking for a certain smile, in the same way they ask a hairdresser for a style,' he says. So, here are the top three ways to take 10 years off in the dentist's chair. ▶



HOW TO GET KATE HUDSON'S SMILE

The latest dental invention is a bizarre way of cashing in on the trend for screen-perfect teeth. New York dentist **Maro Liechtung** has created sets of snap-on teeth you simply wear over your own, copied from your favourite celebrity and dubbed The Red Carpet Smile. 'My teeth are moulds made of a soft, crystalline resin that you slip on over your natural ones,' he says. The most often requested smiles by New Yorkers who want a quick fix? Britney's and Cameron Diaz's. 'But I prefer Kate Hudson's,' says Liechtung. 'Her smile is adorable.'

79

Moss:
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REAL LIFE

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JAMES BROWN

AUTOPSY SHOCKER

Was he beaten before he died?



**Goldie Hawn's
FACE FALLING
APART!**

GLOBE

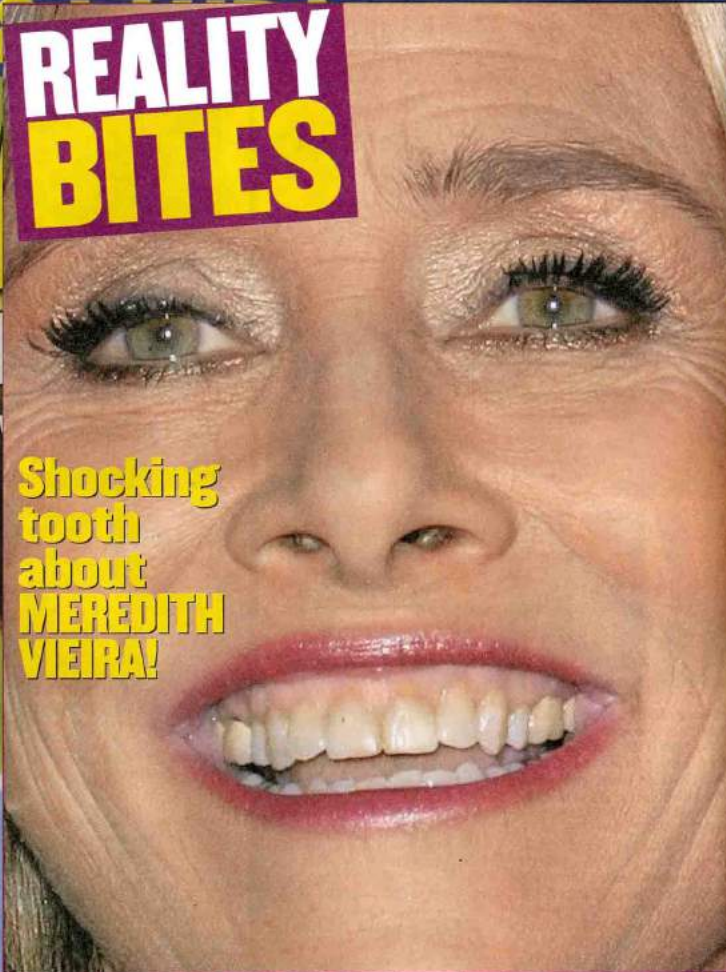
**BUSH &
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The full
explosive
story

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Shocking
tooth
about
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February 12, 2007

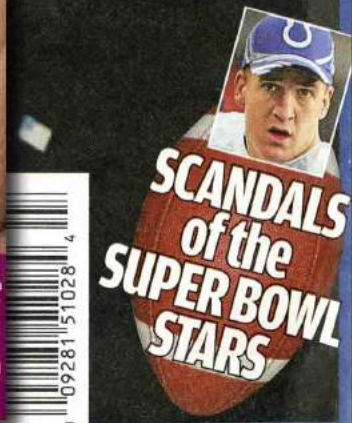


**DEB
REV**

YOU'D think a millionaire star like Meredith Vieira could spend a few bucks on a good dentist - but as our photo shows, her toothy grin is pretty grim! With that uneven gum line and discolored choppers, the 53-year-old Today show host - who signed a four-year, \$10 million-a-year contract - should clamp down on the smiling. The simple tooth is, it would be a snap to fix her up in three easy steps.

"First, she needs to have a gingivectomy to even out

her gum line, which looks like a roller coaster," says Dr. Marc Liechtung, a New York dentist, who has examined a close-up of Vieira's mouth but has not treated her. "Second, she needs to remove the old crowns on the upper left and right because they don't match her teeth and look worn down. Finally, she needs to get veneers on her upper teeth to make them white and uniform. It would all cost about \$22,000." So, c'mon, Meredith, pony up a few bucks and flash us a brand-new million-watt smile!



**SCANDALS
of the
SUPER BOWL
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marie claire

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* marie claire BEAUTY

9 FAST- TRACK BEAUTY FIXES

BY DIDI GLUCK
PHOTOGRAPHED BY GREG DELVES

No time to wait for results? We combed the country for the newest ways to treat everything from dull hair to dimply thighs—quickly—then asked a few brave souls to put them to the test. The outcome? Nothing short of miraculous



YOU WANT:
**PERFECT PEARLY
WHITES**

SPEEDY SOLUTION:

A "Snap-On Smile," \$1,500 for uppers only;
\$3,000 for top and bottom teeth

MARC LIECHTUNG, D.M.D., A COSMETIC AND restorative dentist in NYC, has created the Snap-On Smile, which can immediately beautify dingy, cracked, gapped, and even missing teeth. The snap-on teeth—no drilling or adhesive is required for use—are made from a flexible resin that covers each tooth like a jacket; a little hole at the bottom of each one allows you to bite down. The teeth can hold their shape and color for three to five years (provided you take them out before bedtime and brush them after every meal with a commercial whitening toothpaste). A minor drawback: Your speech might be impaired for the first few minutes you wear the teeth, while your tongue adjusts to them. For information, see snaponsmile.com.

ROAD-TESTER REMARK: "I feel more confident when I wear my Snap-On Smile; no one knows what changed my face, but everyone loves the results!" —Danielle, 30

LOWER-COST OPTION: Although they can't alter the shape of your teeth, using Crest Whitestrips Premium Plus, \$37.99, for 10 days will boost brightness.

FAITH
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"I'M NOT
A HERO!"

Her powerful
Katrina
rescue story

+ HOW YOU
CAN HELP

BEAUTY

5

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Jerry Lewis reveals...
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 As she fights to keep
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**SNAP ON A
 STAR SMILE**



THE dentally challenged can now have teeth just like Gwyneth Paltrow, Denzel Washington, Halle Berry, George Clooney and host of other celebs, thanks to snap-on prosthetic choppers.
 "It gives patients an opportunity to see how one could enhance their smile at very little cost," says Larry Adelson, president of the Academy of Cosmetic Dentistry.
 People who won't wait for retainers to work or don't have the money for

You can grin like a celeb with clip-on teeth



DAZZLING

a mouthful of caps can have the Gwyneth grin or a Denzel dazzle by shelling out \$1,000 to \$1,500 for the set of

plastic pearly whites that slip over existing teeth.
 "The whole idea is to give people confidence to

go out and smile," says New York dentist **Marc Liechtung**, adding that there is no damage to existing teeth, and they're

less bulky than dentures. But he warns: "This is solely cosmetic. It's not meant to replace bridge-work or the need for a filling."
 Wearers still have to take the devices out at night to clean their real teeth and have to avoid any food tougher than mashed potatoes.
 "Most people can't afford the dental work big-name stars go in for," says another dental specialist. "This way, everyone can get a dazzling set of celeb teeth without investing in the pain and cash."

MAY 23, 2005 EXAMINER 31

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Crazy beautiful

Glamour-focused services and products make it easy to look lovely. But do they produce extraordinary results?

By **Annie Tomlin** Photographs by **Donna Rickles**



The perfect smile

If you're missing teeth, don't like your grin or can't afford veneers, there's still an option for creating a flawless smile.

Snap-On Smile is exactly what you'd think it would be: a dental appliance that snaps into your mouth, covering your God-given chompers with a white, straight set of teeth. At \$800 to \$1,200 per lingual arch, it's not cheap, but it's much less expensive than veneers.

The first step is choosing a smile from a brochure of dozens of options. You can specify the length of your teeth, the color, the incisor corner shape and the cuspid shape—much like choosing wax fangs for Halloween. From there, it's just a matter of creating the custom fit. Snap-On Smile reportedly feels a lot like a retainer or Invisalign, so the fit process will be familiar to anybody who's ever endured those orthodontic delights. A dentist fits a mold to your teeth, the mold is shipped off to a factory, and a few weeks later, your new smile is ready to click onto your existing teeth.

There's no denying the inherent weirdness of Snap-On Smile, and though no adhesive is needed to hold the appliance in place, there's something a little geriatric about sliding on a set of fake teeth. But considering the convenience factor—you can eat and drink while wearing the appliance, and cleaning is pretty easy—it's a viable option for crooked-toothed people who aren't ready for a permanent and expensive change.

To find a dentist visit www.tridentlab.com/snaponsmile.

Check Out



The Shining

ASSISTED SMILING HITS HOMME.

"Men's teeth have never looked like this," says Dr. Pia Lieb, a cosmetic dentist in New York City whose predominantly male clientele goes to her for help achieving a competitive smile. But as an increasing number of men turn to clinical procedures — from laser-assisted power bleaching to customized **snap-on teeth** — they are learning the challenges of maxillary moderation. "Men are coming in for boosts, which they didn't do when I started," says Lieb, who explains that combining office visits with regular over-the-counter treatments can create a phosphorescent effect, a dubious result. "Patients get to the point where they think it's not white enough," she says, adding, "Cojo" — the fashion pundit Steven Cojocar — "goes a little overboard. Do you remember Morton Downey Jr.? He's the No. 1 I-don't-want-to-do-that." Here's how to get the right white.

1. GoSMILE Daily Vanity. This celebrity-approved tooth-whitening maintenance program is available in a décor-minded Lucite jar; \$85. Go to www.gosmile.com. **2.** Opalescence Whitening Toothpaste. Keeps teeth stain-free between treatments while adding yet another great typeface to the medicine cabinet; \$7. Go to www.ultradent.com. **3.** Oral-B Rembrandt Whitening Strips. These strips are contoured to the natural shape of the teeth for better bleaching; \$30. Go to www.rembrandt.com. **4.** BriteSmile to Go. Touch up stains between glasses of red wine with this whitening pen; \$30. Go to www.britesmile.com. **MARK JACOBS**



The

Dentist

• Vol.21 No. 5 •

12 The Dentist May 2005

news

Dental accessory

Snap-on teeth

The latest 'must-have' dental accessory in the United States is a cosmetic appliance dubbed the 'snap-on smile' which can be moulded into the smile of the wearer's favourite celebrity.

With this new invention, patients can instantly transform their jaded teeth into pearly whites or choose to wear the Hollywood smiles of their idols such as Britney Spears, Cameron Diaz or even Tom Cruise.

The appliance, the brainchild of New York dentist, **Dr Marc Liechtung**, is a customised resin prosthetic model, made from an impression of existing teeth, that actually snaps on to the back teeth. The patients' posterior teeth are used as an anchor for the Snap-On Teeth through the use of concealed hooks that attach on to the remaining teeth.

Once snapped into place the device corrects tooth flaws to straighten, fill-in and whiten a smile without any drilling or changing of the tooth structure. The material is flexible enabling it to adapt to the mouth. It has a memory and can bend and retract to the tooth structure, easily retaining its elasticity, without breakage or cracking. This allows a person to put on and take off their smile as many times as they wish, sustaining a lifetime of Hollywood smiles.

Snap-On Teeth can be worn all the time, even while sleeping, and only require removal to clean the underlying teeth and device.

Although the device costs \$1,275 and \$1,800 per arch this is a fraction of the cost of permanent restorations, argues **Dr Liechtung**. He



● Snap-on teeth.



● Jennifer Vasquez, one of **Dr Liechtung's** patients wearing her snap-on smile.

believes his snap-on teeth could eventually replace more costly procedures such as dentures and veneers. 'Upon inventing this appliance a little over a year ago, I have been able to perfect the smile and am constantly improving upon the materials. The best part of this new technology is the affordability. Now a person who may have dental phobia can obtain that full mouth reconstruction without any invasive surgery at the fraction of the cost,' he says.

Dr Liechtung's spokeswoman said she did not know of any dentists in the UK who offered the procedure but she said **Dr**

Liechtung had an international clientele.

'All one needs to do is go to their dentist, have a mould taken of their original teeth, mail the mould to **Dr Liechtung** and he will have the device made-up according to the patients' specifications. The device will then be mailed back.

'**Dr. Liechtung** has not treated any British patients as of yet, but he does have people calling expressing interest to have the device made,' she said.

Dr Liechtung can be contacted at www.lincolncenterdentalarts.com



back on



Prepare Yourself for an Infoplosion over Duff's New Chompers, Seat Fillin' and Radio Playlists

Is it just me, or did Hilary Duff's teeth get really large all of a sudden?

Tarryn Moor, New Mexico

A.B. Replies: I'm as shocked as you are; and here I thought **Martha Raye's** dentures got buried with the rest of her. Yet there they sit in **Hilary Duff's** kisser, sending out a **180-megawatt burst of reflected sunlight** every time the girl opens her mouth.

This B!tch has learned that Duff is a patient of Dr. **Kevin Sands**, one of the most popular and respected cosmetic dentists in Hollywood. (He buffs **Britney's choppers**, you see. And he makes sure that **Charlie Sheen** keeps his smile sparkly and clean, if not his love life. That kind of thing.) But whether Dr. Sands actually replaced Duff's teeth with **an array of drive-in movie-theater screens**, I could not determine. Nice guy, though.

"I can't comment on my patients," the good doctor tells this B!tch, "other than to say that she's a sweetheart, and she's got a great smile." He added that Duff has gotten her teeth whitened. But as for any other procedures, like veneers or crowns, he had to go with doctor-patient confidentiality and all that.

Here's what this B!tch did find out: Other smile mavens don't like Hilary's new grin. At least two cosmetic dentists concur that Duff's smile is indeed new, and quite obvious, and probably involved whirling drill bits and **flying specks of It-girl enamel**.

Dr. **Marc Liechtung** believes that Duff has operated not only on her teeth but also her lips in the past year. "She looks more sophisticated," he notes. But he also says that, "in previous pictures, her upper lip looked a lot thinner, perhaps two millimeters thinner. Perhaps there was a collagen injection."

He also suspects that Duff got shiny new crowns across her front teeth. He notes a **significant "drop-off"** in bulk between her front six teeth and the rest. "It just really gives the front teeth a look of being much larger than they could be," he says. "In my opinion, I would have done two more teeth on either side, because her smile shows 12-14 teeth on each side."

Dr. Liechtung himself has been working on a new type of instant veneer that Hollywood folk can pop in themselves before heading out to a **photo fracas**. The product, Snap-On Smile,

requires no drilling, the way crowns do. But Duff's artwork looks more like a **permanent installation**, Liechtung says.



Good news! NASA finally found those heat-shield tiles missing from the Space Shuttle.



JONBENET'S MOM GOES HOME TO DIE

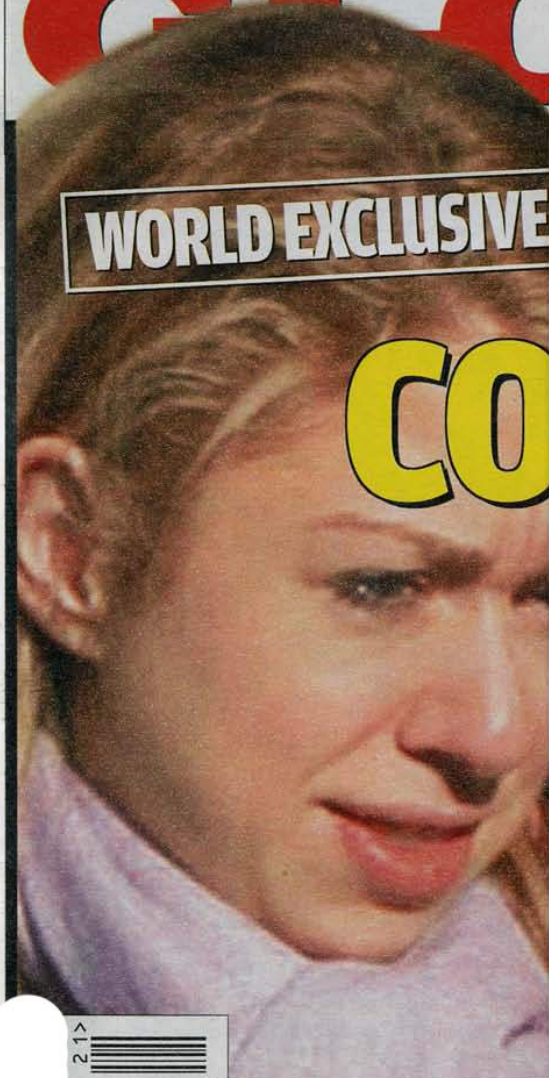
As cancer spreads to her brain

ENTERTAINMENT WEEKLY GLOBE



DETAILS INSIDE

WORLD EXCLUSIVE



CO

7 surprising facts about... TEETH

DID you know that chocolate is good for your teeth and orange juice is bad?

Here are seven surprising facts about your teeth.

1. Brushing is good for bleeding gums. It helps remove the buildup of plaque, which may be the cause of the bleeding.
2. Kids shouldn't suck their thumbs because it can harm their teeth. New York dentist Dr. Marc Liechtung says that front teeth can be affected if the sucking continues after age 3 or 4.
3. Drinking fruit juice can damage teeth. It contains acid that can erode healthy teeth. Avoid giving a child fruit juice later in the day, close to bedtime.
4. Pregnancy affects the condition of your teeth. Liechtung says the hormones from pregnancy can cause gum disease.
5. Chocolate protects against tooth decay! Japanese researchers found that the cocoa bean actually has antibacterial powers. But chocolate also contains sugar so rinse or brush your teeth after eating it.
6. Dentures need to be replaced every five years. Liechtung says they may last far longer than that if the wearer hasn't gained or lost a significant amount of weight.
7. Flossing prevents heart disease. The American Academy of Periodontology says people with gum disease have almost twice the risk of fatal cardiovascular disease.

- LYNN ALLISON

ELSEA PSES!



Lover caught in Iraq bomb blast

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Snap on a Smile

PRE-SNAP



SNAPPING



SNAPPED



As a bride, you deserve to have a perfect smile on your wedding day. Not only will the photographs last a lifetime, you'll probably be smiling more than any other day in your life. Now, with **Dr. Marc Liechtung's** revolutionary Snap on Teeth, it's easy to transform crooked and discolored teeth into perfectly straight, pearly whites. "Snap on Teeth are the perfect alternative for those, such as brides, who just don't have enough time to lend for braces or enough funds for veneers," **Liechtung** says. For more information about Snap On Teeth call 212-213-6444, or visit www.lincolncenterdentalaris.com.

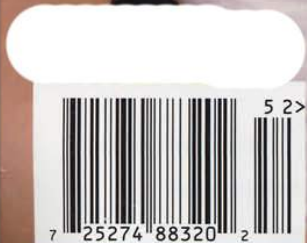
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Bye-bye, bags

A look at the latest aids for puffy eyes.

Under-eye bags are often caused by allergies or lack of sleep, but we all know a good cry at a movie can have lasting effects, too. To find out which anti-puffing products really make a difference, we rented *Terms of Endearment* (again) and got to work. Our picks:

Joey New York De-Puff and Eye Bag Masque Patches (\$25 for 4 patches). Place on your lids for 20 minutes, then go about your business (the gel film sticks to your skin, so there's no need to lie down). Your body heat activates moisturizing wheat germ oil and soothing ginseng extract.

Tracy Stern's Salontea Eyeteas (\$14 for 8 pads). Steep two of the tea-type bags in cold water, then lie back and place them over tired eyes. Organic chamomile tea, lavender, and witch hazel are said to comfort eyes in just 5 minutes. —MB

H Health.com bonus: Go to "Web Exclusives" for more eye soothers.

in brief

Leave it to the French

European car manufacturer Citroën has figured out how to disperse mood-altering scents through the air conditioning and heating systems of its C4 model. Just pop a vial of perfume into the dashboard diffuser, and one of nine fragrances wafts through the car. While it hasn't hit the States yet, it's likely to zoom onto a highway near you soon.

Snap on a perfect smile

Want to transform crooked or yellow teeth in seconds? New York cosmetic dentist Marc Liechtung, DDS, has come up with a device called Snap-On Teeth, a set of authentic-looking pearly whites that attach to your real teeth with tiny, hidden hooks (no adhesive necessary). You can wear the resin contraption while you eat and sleep, and pop it out whenever you like. With a price tag of between \$1,500 and \$2,000 per row, it's also an economic alternative to veneers that can cost upwards of \$2,500 per tooth.

A kinder, gentler implant?

Cohesive silicone gel breast implants, currently undergoing U.S. Food and Drug Administration testing, are claimed to be safer and stronger than old forms of silicone and even saline. The material uses tighter molecular bonds to hold its shape, making it less likely to contract and cause scarring—a major concern with standard silicone implants. The new versions also feel more real (or so we've heard) and reportedly maintain their natural shape over time. They're currently available in Canada and Europe (where their texture has earned them the moniker "the Gummy Bear implant").

Beauty news that's really buzz-worthy

Read this and you'll never look at lipstick the same way again: At high-end New York department store Henri Bendel's, you can buy what looks just like a tube of lipstick or a makeup brush, but what you're really getting is a vibrator. Word is, the purse-size pleasers are so hot they're on back-order.

—Megan O'Connell

Health.com
AOL Keyword: HealthMa
\$3.50 US \$4.99 CAN





Rita's Raging

Hurricane could become Category 4 as it hits Gulf

A6-7

ST PHOTO / MIAMI HERALD

Cars try to navigate flood water and debris yesterday in the Florida Keys, which were slammed by the storm.

NEW YORK CITY

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Newsday

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COMING TOMORROW
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part 2 C

SURVIVAL GUIDE



GETTY IMAGES PHOTO

Danielle King of Staten Island, left, with her own teeth; Gwyneth Paltrow, right, with her own teeth; and, center, King with her snapped-on "Gwyneth" Red Carpet Smile

Get that **celebrity smile** in a snap

People have glued hair to their heads, worn press-on nails and even tattooed their eyebrows to improve their appearance. Now the latest trend in cosmetic dentistry is right at the tip of your tongue: celebrity snap-on teeth.

"Our society is so celebrity driven," says Dr. Jeff Golub-Evans, a Manhattan-based cosmetic dentist who calls his product the "Red Carpet Smile." People copy celebrity hairstyles and clothing so, he asks, "Why not replicate their smile styles?"

In two visits, dentists say you can smile like Julia Roberts or Tom Cruise with a set of these pearly whites, molded to fit over existing teeth. Generally, all it takes is a gentle

tug to remove them. And a few thousand dollars to get them.

Golub-Evans offers the upper arch, starting at \$1,500. **Dr. Marc Leichtung**, another Manhattan-based cosmetic dentist, offers upper and lower arches starting at \$1,275 each. **Leichtung** also promises his product, dubbed the "Snap-On Smile," can chew through the toughest foods, while the "Red Carpet Smile" can only withstand soft foods.

Think it's worth the dough? Depends on how chic you are.

"A good smile has become a fashion accessory and a great smile has become a fashion statement," Golub-Evans says.

Danielle King, 22, a Staten Island publicist, was considering bonding and porcelain

laminates before she decided to go with the "the Gwyneth" from Golub-Evans to cover a space between her front teeth.

"I'm not a super huge fan" of Gwyneth Paltrow, she says, "but I love her teeth." King usually wears them when she's out with friends. "It's truly amazing that I can change my whole appearance just by my teeth," she says.

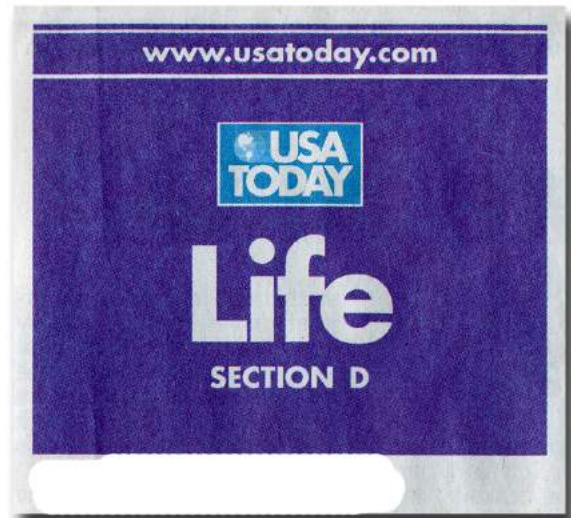
Snap-on teeth have been around for decades, and were used largely in the entertainment industry, says Golub-Evans, who created such fakes for Marlon Brando, John Goodman and others. It was only this year that dentists began marketing the product with a celebrity angle.

— AMISHA PADNANI

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Snap on, snap off – celebrity choppers

A not-so-extreme makeover has bite

By Olivia Barker
USA TODAY

Emulating A-listers such as Gwyneth Paltrow or Halle Berry is a snap: The latest celebrity-channeling accessory is a set of prosthetic choppers modeled after Hollywood's most Chiclet smiles.

Think of the snap-on smile as the white-enameled cousin to the press-on nail. Think of it as yet more evidence of a public firmly sinking its incisors into celebrity culture. Only with this device, attaining Julia Roberts' million-dollar grin doesn't set someone back nearly that much. The resin appliance, which fits snugly over existing teeth, goes for \$1,000 to \$3,000.

The teeth also are more proof of dentistry's changing focus. "It's not just for health," says Jeff Golub-Evans, a Manhattan cosmetic dentist. "More and

more patients go to dentists to look better rather than to feel better."

His Red Carpet Smile comes in several Oscar-winning models, based on pictures of the stars. You can pick the "square, sexy" Gwyneth or the "sophisticated" — and most requested — Halle, and you can choose from a range of shades. Business has grown every month since he started selling the custom-molded pieces two years ago.

A typical customer might be a teen with limited funds and, say, crooked teeth who is having her senior picture shot next week, says Lawrence Addleson, president of the American Academy of Cosmetic Dentistry.

Manhattan dentist **Marc Liechtung** recently saw an up-and-coming rapper. "He can't even face people to sign a record contract," Liechtung says. "His teeth were that bad."

Arvid Saunaitis, a former dental technician, started wearing his self-designed smile 1½ years ago to disguise his discolored and slightly worn teeth.



By Marc Liechtung

Custom-made: Jennifer Vasquez, a patient of Marc Liechtung's, demonstrates her device.

"My wife says I used to talk like a ventriloquist because I didn't want to show my teeth," says Saunaitis, 49, of Woodridge, Ill. Now, he says, his speech has improved, and "I look 10

years younger."

New Yorker Deborah Day, 34, owns the Gwyneth to cover up a dental feature associated with another A-lister, the Madonna gap.

"I'm pushing 35, and it's something that made me a little uncomfortable all my life, and I just felt it was time to do something for me," says Day, a Web editor who's so pleased with her new look she plans to get veneers this summer. (All the better to eat with: most foods are not friendly to the prosthesis.)

Portland, Ore., TV personality Nicolle Camarata has multiple Madonna gaps until she pops in her new smile, modeled after Sarah Jessica Parker's sizable grin. Except that, like her push-up bra, Camarata, 30, is limiting her snap-on smile to the small screen.

On dates, she would hate to be the kind of woman for whom "the wig comes off, the fake eyelashes come off, the teeth pop out" and the guy is horrified. "So I just don't go there."