

**Title:**

Teeth whitening to sparkle like the stars

**Word Count:**

474

**Summary:**

These days in the press there is always news about the latest celebrity getting their teeth whitening or having veneers and this has driven the industry to new heights as consumers search for highly sparkling bright white teeth.

**Keywords:**

teeth whitening, laser teeth whitening

**Article Body:**

Like many other industries including fashion, beauty, hair and now teeth whitening the trends are mainly driven by the latest look and with glossy magazines and TV makeover programmes making a lucrative industry out of it has driven people to desire the latest look to improve their image and make them feel better about themselves and increase their self confidence.

Just recently Sylvester Stallone's ex-wife Brigitte Nielsen has publicly had laser teeth whitening on TV along with other treatments and many other TV stars are looking at their teeth as the way to improve their smile and enhance their face.

For many years people have yearned to have the bright white teeth like the stars and particularly like huge stars including Tom Cruise, Britney Spears and Simon Cowell to name a few. In reality most people's teeth can be whitened using many teeth whitening options including laser teeth whitening or Zoom whitening as it is known, the bleaching trays like the dentists offer or the teeth whitening strips which are sold in the USA.

The effects are much long lasting than any other procedure. If one needs to have perfect teeth whitening, then one can go for the option of filling the gaps between the teeth with porcelain veneers. One can get a complete smile makeover with the help of these porcelain veneers. A great smile is a valuable asset, particularly when you meet someone the first time. Many studies show that tooth whitening is both effective and safe.

It is recommends that if someone chooses for teeth whitening then one should

only do so after a consultation with a dentist or teeth whitening professional. The first thing that you notice to a person when having a conversation is their teeth. Healthy bright white teeth always get special and extra attention.

Many people have gained stained teeth by the likes of coffee, tea, red wine, gravy, nicotine and gravy and over a period of time causes the enamel on the teeth to stain and discolour. Teeth whitening essentially removes the stains by getting deep in to the enamel and by using the zoom teeth whitening or laser teeth whitening the stains can be removed in one hour and this is extremely interesting for time precious people.

Historically the only viable option for whitening teeth involved the skills of a cosmetic dentist, was time consuming, uncomfortable and extremely costly. More recently the process of whitening teeth has in some instances become quicker and cheaper with one hour and viable home based options being available and if you want instant results is most probably the best solution for most people.

So a combination of additional publicity combined with lower prices and high quality treatment it is no wonder the teeth whitening industry is getting so much attention and customers are getting the best of both worlds!