

## Treat yourself to a comfortable and affordable beauty treatment that can brighten up your whole appearance and give you confidence.

Words by Mo Shine

With so many people going for whiter than white teeth today, I was feeling that I should try and get back the nice smile I had many years ago. Years of coffee, tobacco, coca cola and other staining food and drink can take the lustre out of your laugh.

Some people go for the ultimate smile, which can mean ultra straight, super white teeth, which to me are not really attractive, and obviously false. Whitening to several shades will bring back that youthful white smile that you once had, whatever the shape of your teeth, without changing your look, and without it being obvious that you have had any treatment – just naturally beautiful teeth! This type of whitening treatment appeals to me and so I decided to give it a go – and I am absolutely delighted with the results.

In less than an hour, I felt that I had achieved exactly what I wanted – natural looking white, bright teeth, lifting my face and giving me confidence.

Martin and Selma Mares of Brighton Bright in Kemptown use the Whitespa system, to give instant results, safely and with virtually no pain. Indeed, I just felt a slight sensitivity for a few hours after, which soon wore off, and no pain whatsoever.

As the treatment is for teeth, it is easy to associate your visit with one to your regular dentist, and all the clinical atmosphere that that entails – but take all that out of your mind, this is a beauty treatment and as such, is an entirely different occasion! I was taken to a pleasant room with subdued lighting and



I was advised to keep away from anything that could discolour the teeth in the first 24 hours after treatment (like coffee, red wine, tobacco etc). After that, it is recommended that you consider what you consume for about a week, to give the teeth a chance to complete their whitening process and settle.

# Reclaim your smile!



Martin and his wife Selma work from The Primaeva Clinic in St Georges Road, Kemptown in modern attractive purpose designed premises and are highly trained in the administration of this exciting technique.

*Please go and visit them – you will not be disappointed!*

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music playing, with a bed in the centre of the room. After some initial preparation on my teeth, I was made comfortable on the bed, in a position that would feel OK for the duration of the treatment. Selma then introduced the clamp into my mouth to keep lips away from the teeth, and allow access. This was in fact very comfortable in place. The clamp does all the work, so you don't have to worry about 'open wide' etc. Just relax! There then follows three cycles of about ten minutes each. Some protection is applied to the gums, and then a specially formulated gel is applied to the teeth. A halogen light source is used (no UV-Light) to accelerate the whitening process. Stains are oxidised on the tooth surface and deep within the dentin. The second cycle sees the gel removed and some more put on, together with the timed light. Then once more. During the whole event, I felt a slight heat around the mouth and that is all. In fact, during the third cycle, I had become so relaxed, I was almost dropping asleep. This is fine, as everything is in place, and you are free to do so if you wish! In less than an hour, the whole procedure was over, and after some brushing with a special paste, I was able to see the results in all their glory. Wow!

At the initial consultation, as with any beauty treatment, Martin asked me to give some information about any health problems. (You should not be undergoing a course of dental treatment.) This is just a precautionary measure and under 16s and pregnant women should not receive the treatment. Also the treatment only works on 'living' teeth, so crowns and fillings etc are not affected. Teeth discoloured by tetracycline, speckled by flouride or inherited discolouration also responds well to Whitespa treatment. This amazing method of teeth whitening has been shown in scientific studies to be effective and safe. It does not change or damage the structure of teeth. Compared with other systems, this is also a long lasting method, and can last two years or more, depending on lifestyle. Now I have my winning smile back. I intend to try and keep it that way. There are many options available to upkeep your new look. There is a top-up (which just consists of one of the cycles) and a home kit to help maintain the whiteness. If you do want to have the whitest Hollywood smile, the Platinum Bright package consists of a home tray, 3 cycles, and again, a home tray and 3 cycles, for the whitest teeth ever!