

NEWS SMILE



WAYS TO BEAT BAD BREATH

BY LISA EVANS

There's an evil monster threatening to spoil your beautiful smile. Your pearly whites may glisten, but bad breath can overpower their charms, affecting your social and professional life. Dr. Edward Gelfand, B.Sc., DMD, dentist and owner of Dawson Dental centres across Ontario, says halitosis, a.k.a. bad breath, is caused by bacteria in the mouth. Avoid embarrassing mouth odour with these easy tips.

1 DON'T FORGET YOUR TONGUE. "Whenever you brush your teeth, you should also brush your tongue," says Dr. Gelfand. A tongue scraper works best, but your toothbrush will also do the trick.

2 FIGHT DRY MOUTH. Improper balance of bacteria in the mouth and lack of saliva will cause bad breath. A cold air humidifier or chewing sugarless gum can help keep your mouth moist.

3 RINSE. The minty smell of Listerine may mask bad breath, but Dr. Gelfand says it may exacerbate the problem. "Listerine has alcohol so in the long term it's actually drying," he says. Rinse with water or a non-alcoholic mouth wash or ask your dentist to prescribe a rinse. "It's not a replacement for proper hygiene and brushing and flossing, but it does kill the bacteria that causes bad breath," says Dr. Gelfand.

4 STAY HYDRATED. "Drink enough water throughout the day to keep bacteria balanced," says Dr. Gelfand.



CRAYON CRAZE

Although we love the moisturizing and anti-aging effects of lip treatments, we have to admit we don't like sacrificing the bold colour of ordinary lipstick! That's why we've gone stir-crazy for Clinique Chubby Stick Intense Moisturizing Lip Colour Balm (\$19, Clinique.com and Clinique beauty counters). They pack a pigment punch, while also keeping our pout moisturized. The formula delivers colour that won't smudge in an easy-to-apply crayon stick. Plus a mix of shea, mango seed and jojoba seed butters give nutrients to our delicate lip skin to reduce skin flaking and fine lip lines. Our favourite shades, shown here from top to bottom, are Mightiest Maraschino, Curviest Caramel and Chunkiest Chilli.

YOU'RE HIRED!

According to the 2013 Crest and Oral-B Great Smile Survey, 51 per cent of Canadians believe someone with straight white teeth is more likely to be hired for a job than someone with a less attractive smile. Plus, 67 per cent of Canadians claim that maintaining strong eye contact and a smile are the most important things to do during an interview.

DID YOU KNOW?

April is Oral Health Month. So get ready and brush up (literally) on your dental and oral hygiene routine.

FRESH AND CLEAN

20 per cent of Canadians admit to flossing less than once a month or not at all. If this sounds like you, we have just what you need to make flossing an easier, tidier and quicker task. Philips Sonicare AirFloss (\$99.99, at Shoppers Drug Mart, Bed Bath & Beyond and Amazon.ca) uses Microburst Technology to shoot water droplets and bursts of air in between your teeth to force out stubborn plaque and bacteria in less than 60 seconds. Why we love it: Philips Sonicare AirFloss eliminates the icky mess of regular flossing and feels more soothing on the gums. Trust us and try it. **e**



NOT PICKY

20%

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e Want to know a fast way to get white teeth without spending a lot? Or are you more interested in paying the price to get truly professional results? Visit elevatemagazine.com to read our low versus high teeth-whitening options and much more!

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