

WHAT'S HOT WHAT'S NEW



ZOOM IN ON DULL TEETH

A revolutionary patent-pending gel, Zoom whitens teeth an average of six shades in just three nights. New from Discus Dental, Zoom Take Home Gel is placed in a set of custom-fit trays that the dentist makes and are worn 4-8 hours during the day or night. The 'Weekender' Kit usually shows results in 3 applications, but contains enough for six. Available this spring at your dentist.



SIMPLY BRILLIANT

One minute a day for fourteen days are all it takes to brighten your smile. New from Colgate, **Simply White** is the latest innovation in teeth whitening. Just dry teeth with a tissue, apply the liquid gel to each tooth you wish to whiten and let the gel dry for 30 seconds. Use twice a day for two weeks. Available in grocery stores and drug stores.



SCIENCE MADE SIMPLE

Biophora is a brand new skin care line that offers easy-to-use effective products. Formulated to deliver healthy, toned and more youthful looking skin by promoting cell renewal. Biophora has something for every skin type: **Bioactive Cleanser**, **Bioactive Solution** (a toner), **Bioactive Gel** (for skin texture), **Night Protection**, **Antioxidant Moisturizer**, **Enzyme Exfoliating Mask** and **Daily Protection SPF30**. Available only at your doctor's office.



SCIENCE OF BEAUTY

New from LaneLabs is **SkinAnswer**, a powerful exfoliant that helps diminish raised sun-damaged skin spots and reveals healthy skin underneath. Formulated from the Australian plant, Sun Brier, it offers visible results in just four to six weeks. For people with fair to medium-toned skin; it will not prevent the appearance of new sun-damage spots. Call 1-800-510-2010 or check out the web site at www.lanelabs.com.



DON'T BE AFRAID OF THE DARK

Clinique's new **Repairwear** jumpstarts energy-depleted, stressed and damaged skin. **Intensive Night Cream** hydrates dry skin and diminishes the appearance of lines and wrinkles. **Intensive Night Lotion** has the same restorative properties, but is for oily to combination skin types. **Extra Help Serum** supplements and complements both the cream and lotion. Available at department stores and drug stores.

