

# ONLY <sup>TN</sup> America

IDEAS, TRENDS, AND INTERESTING BITS FROM ALL OVER

## Something to Smile About

**H**AVE YOU NOTICED lately that people seem happier, more confident, and, well, just a bit more likable? It could be because of the latest addition to our grooming regimen—teeth whitening.

In the last five years, in-office teeth bleaching has more than tripled, according to the American Academy of Cosmetic Dentists. And sales of over-the-counter whitening strips, swabs, gels and pastes have increased 800 percent. “People look at bleaching like getting their hair colored,” says Wynn Okuda, a cosmetic dentist in Honolulu. But, just like with a dye job, the gray comes back, so preserving those pearly choppers is an ongoing task.

Whitening, though, is about much more than vanity, says Okuda. “It makes people smile, and smiling makes you feel happier on the inside.” So praise the Lord—and pass the Pepsodent.



### NO IFS, ANDS OR BUTTS

Americans smoked 372 billion cigarettes last year—**19% fewer than in 1998.** Merrill Lynch analysis