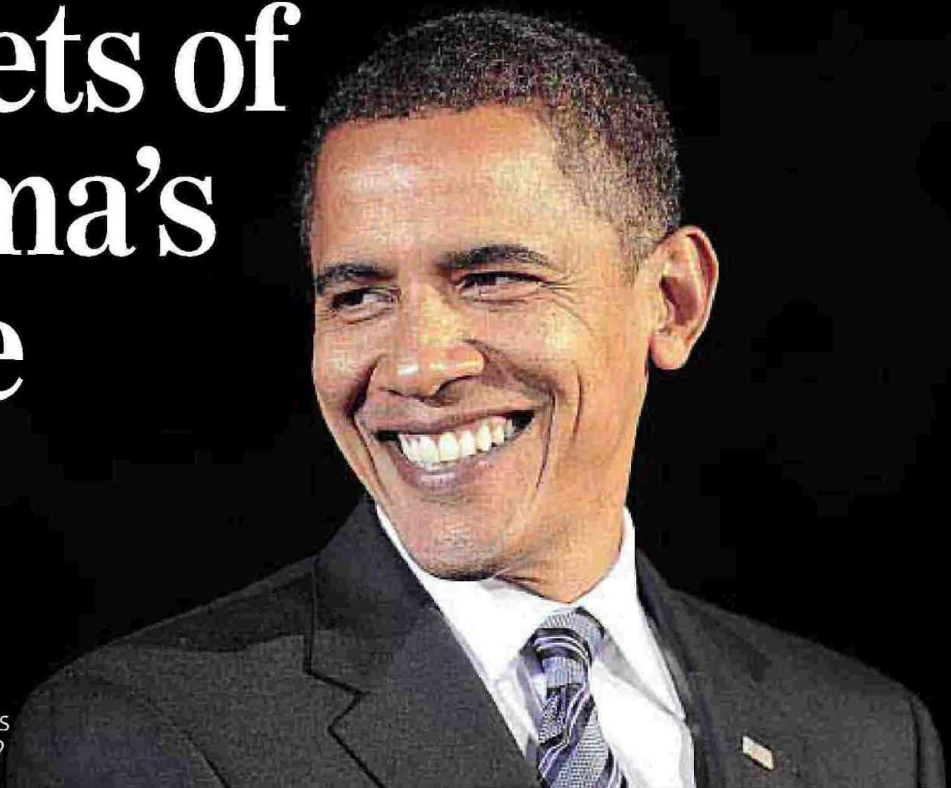


Secrets of Obama's smile

With all eyes focused firmly on his face, the president-elect knows the importance of flashing perfect teeth. But how do the rest of us get the grin we deserve?

AFP/Getty Images



SOPHIE GOODCHILD



A LOT of us would like a winning smile like Barack Obama's. His gleaming grin and even teeth are the talk of American gossip sites, which attribute his makeover to Chicago dentist Dr Richard DiVerde. The president-elect knows that a set of perfect gnashers is important for success.

A Hollywood smile is now also top of the "to-do" list for British celebrities seeking fame Stateside. Actresses Anna Friel and Kate Beckinsale resorted to teeth-whitening on the advice of casting directors.

Yet Britons still have a reputation for neglecting their mouths. Ricky Gervais, star of *The Office* and now *Ghost Town*, recently revealed that Americans keep mistaking his "awful" teeth for comedy

dentures. But this is starting to change.

Figures from Mintel show we spent £627 million last year on orthodontic ops, up from £519 million in 2006. New advances in cosmetic dentistry are largely the reason for Londoners flocking to have their teeth fixed. While the price for a film-star smile used to be wearing painful caps or years of straightening, now most options are fast, pain-free and natural looking, including invisible braces and rejuvenating treatments.

Scientists are even developing "natural" tooth repairs. Experts at Leeds Dental Institute have created a special solution that fills holes in the teeth without the need for drilling and filling.

So what are the most sought-after

treatments and the best places in the capital to get them? We reveal the top six treatments — and the experts who guarantee you an Obama smile.

TEETH STRAIGHTENING

Invisible braces — or lingual orthodontics — are the latest in teeth-aligning technology. These fit inside the teeth so

you cannot see them and you also do not need any teeth removed. Another pioneering type of brace is the Invisalign system — clear "aligners", which are moulded to fit over your teeth and gradually shift them back into place.

The Expert: the smiles of both Sadie Frost and Kelly Brook have been improved by [Asif Chatoq](#) and his business partner Didier Fillion. Their clinic was the first in London to use invisible braces.

Contact: London Lingual Orthodontics

Clinic, 57a Wimpole Street, W1 (020 7486 2883).

Cost: consultation from £80.

'INSTANT' ORTHODONTICS

Dental braces can take time to straighten crooked teeth. But the alternative used to be having your teeth filed down then capped. Now porcelain veneers offer an "instant" and painless alternative. These are fabricated from tooth-coloured ceramic material which is permanently bonded to your teeth. Each veneer is custom designed and the procedure only involves a few visits to the dentist.

The Expert: South African Dr Mervyn Druian is credited with transforming Prime Minister Gordon Brown's smile. Fitting porcelain veneers is one of this dentist's areas of expertise. He works with a leading New York dental laboratory to obtain the best possible results.

Contact: London Centre for Cosmetic Dentistry, 93 Haverstock Hill, NW3 (020 7722 1235).

Cost: consultations from £100 an hour.

HOLISTIC TEETH WHITENING

"Cowboy" clinics which use super-strength chemicals are to blame for teeth bleaching receiving a bad press. But a new alternative to abrasive bleaching is holistic whitening, which remineralises teeth using a special

mousse. This contains calcium and phosphate molecules which strengthens enamel. The whitening is done with a carbamide peroxide gel which is non-acidic and does not damage healthy tissue.

The Expert: Dr David Cook is a pioneer of holistic dental treatments. As well as teeth whitening, he also uses Healozone — ozone gas which enables teeth to repair themselves. The special gas destroys the bacteria which causes teeth decay.

Contact: London Holistic Dental Centre, 39 Harley Street, W1 (020 7323 1363).

Cost: consultation from £130.

LASER GUM RESHAPING

Showing too much gum will overshadow an otherwise perfect smile. But excessive or uneven gums can be reshaped using a simple surgical procedure known as gingivoplasty. Surplus gum tissue is removed with a

special laser without the need for stitches. This treatment is guaranteed to give an instant smile lift.

The Expert: Dentist Anoop Maini has an outstanding reputation for crafting a better-looking mouth. Specialises in tidying up smiles using laser reshaping and also solves receding gums using tissue grafting. This involves transplanting flesh from the mouth palate to the problem area.

Contact: Maini and Maini, Acqua Dental Spa, 24-25 Manchester Square, W1 (020 7935 5332).

Cost: consultations from £125.

SMILE LIFTS

This procedure restores your smile and makes you look younger. The lower third of the face ages quickest because teeth get worn down and jaws sag. The aim of the smile lift is to rejuvenate the face and improve its proportions. This is done by using veneers to lengthen teeth so that they are in perfect proportion.

The Expert: Justin Glaister is the dentist to see for a smile lift. He calculates the shapes and sizes of teeth down to the last millimetre using a complex mathematical formula which would baffle most boffins.

Contact: Umbrella, 11 Harley Street, W1 (020 7612 9810).

Cost: smile lifts from £3,000 to £10,000.

WHITE FILLINGS

Amalgam-free fillings are becoming increasingly popular for health as well as aesthetic reasons. The fact that they are mercury-free is one reason why people are opting to have them. The life expectancy of white fillings depends on where it is in your mouth.

But there is now a range of new materials available which are as durable as traditional silver amalgam.

The Expert: Dr Joe Oliver lets people chose exactly the type of material they want in their fillings. Patients also get a "smile makeover" — a digital image of how you would look after treatment. Helena Bonham Carter and Sophie Ellis-Bextor are clients.

Contact: Welbeck Clinic, 20 Welbeck Street, W1 (020 7486 8100).

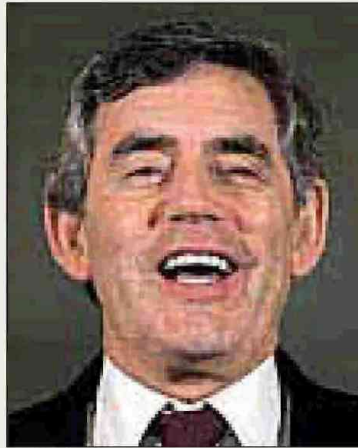
Cost: white fillings from £195.

THE GLEAM TEAM



STRAIGHTER

The ubiquitous Kelly Brook flashes her perfect pearlys whenever she can



BRIGHTER

Taking a hint from Hollywood, Gordon Brown now brandishes a winning smile



WHITER

Actress Anna Friel took the advice of casting directors and lightened her look