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 MAX NUMBER OF SHADES YOU SHOULD LIGHTEN YOUR TEETH. MORE CAN LOOK UNNATURAL

A rifle butt to the face nearly took out Jake Gyllenhaal's smile during the filming of Jarhead.

THE LOOK

WHITE ON

You don't have to see a pro to have great-looking chops. You can do the whitening yourself. But be wary. "The Internet is full of claims about different teeth whiteners," says Ramin Tabib, D.D.S, a NYC-based cosmetic dentist. "Most have no real benefit." These should do the trick. BY JENNIFER LAING

TRAYS

● Wearing whitener-doused mouth guards over your teeth is one of the more effective options around, according to Tabib. But picking the brand with the right style of tray is essential. Big surprise One-size-fits-all trays don't work for everybody. They risk overflowing and causing sensitivity to the surrounding tissues. Instead, look for thermo-formed trays that are softened in hot water and fitted to upper and lower



▲ **Venus White Pro** \$300-\$600 (available through a dentist's office)

Grooming

Jennifer Laing

● Men's Fitness grooming expert



Supersmile Professional Whitening Toothpaste \$13

Listerine Whitening Pen \$12



PENS, PASTES, AND AMPOULES

● They may be the easiest on your wallet but they're also the least effective. The best toothpastes contain small particles that grind stains off the teeth. "While they cleanse your teeth, they can't really whiten them," says Tabib. Pens and ampoules are somewhat more effective They're filled with many of the same whiteners dentists use, but without a tray to hold those bleaching agents in place, they can simply dissolve in your mouth before any lightening takes place.

Crest 3D White Professional Effects Whitestrips \$50

Rembrandt Form-Fit Whitening Strips \$23



STRIPS

● Affordable. Moderate whitening power. Minimal fuss. That's a whitening strip. The Scotch Tape-like strips are laced with hydrogen peroxide and can be worn for 30 to 60 minutes a day The only drawback: "Their low levels of bleach can lead to minimal whitening," says Tabib. "And poorly applied strips can leave you with uneven results."