

EAST HANOVER

Beauty Buzz

Whiter, Brighter, Faster!

With holiday parties on the horizon, now's a good time to get your smile up to snuff. We consulted two of our area's top cosmetic dentists, **Dr. Kenneth Magid** of **ADVANCED DENTISTRY OF WESTCHESTER** in Harrison and **Dr. Ira Handschuh** from the **DENTAL DESIGN CENTER** in White Plains, for some tips.

Photo op! Start with a "computerized cosmetic preview of your smile," says Magid. "I introduced this to dentistry back in the '80s, so it's nothing new, but now it's been perfected." Snap a full-face photo showing your smile and Magid will give you a virtual makeover so you can "try before you buy" any treatment.

Maintenance: "Whitening your teeth is like a good haircut," explains Handschuh. "It should be part of regular beauty maintenance." Handschuh says at-home or in-office whitening

treatments are affordable options. However, our experts recommend consulting a dentist before attempting a DIY bleach job with over-the-counter products. "Uneven bleaching could occur if you have fillings in the front, dental caps, or if your teeth are crowded," explains Magid.

Consider veneers: "Patients are actually



finding that veneers (a thin shell of porcelain that is cemented to the front side of the tooth) give the illusion of a wider mouth (à la **Julia Roberts**) and provide more support to the muscles in the face, so those who were actually considering cosmetic procedures like a minor facelift no longer need one," says Handschuh.



Stylish in Every Way

Vasken Demirjian's new flagship salon at Trump's **CITY CENTER** in White Plains (above) owes its sleek design to **Katerina Soukhopalov**, a talented architectural designer who also happens to be Vasken's wife. Katerina, aka "Katyka," says her concept for the design was "a white

and clean space, like a clean slate or fresh sheet of paper" where her husband and his staff work their transformative magic of color and cut. Punches of red, like the floating ceiling of red lampshades or even the casters of wheeled carts, are carried throughout, adding drama and definition to the

space. The soft ambient light, so important to accurate color work, has an additional benefit: "I hear a lot of compliments from women that the light makes them look younger and almost airbrushed," Katya says with a laugh. **VASKEN DEMIRJIAN**, 12 City Place, White Plains 285-0800.

Spa Steals and Deals

Spa beauty bargains abound during Spa Week, the annual promotional event designed to attract both new clients and spa addicts alike with tempting deals. From October 13 to 19, participating spas will be offering select treatments for just \$50!

Some in our area that are participating: **RED DOOR SPA**, The Westchester Mall, 125 Westchester Ave., White

Plains, 840-8880; **LASER COSMETICA**, 10 Chester Ave., 1st Floor, White Plains, 682-0727

The Starbucks of Skincare

Facials are great, but who has the money or time to indulge in one regularly? You do! **FACELOGIC**, a new skincare salon in Mt. Kisco (the first New York location of this national chain), offers

50-minute facials for \$49. You get the works—skin analysis, steaming, deep cleaning, extraction (if you want it), exfoliation, a mask, and upper body massage including scalp—without the hassle or expense of a day spa. What's the catch? While your first facial is \$49, to keep getting this price, you have to agree to a one-year membership that obligates you to one facial a month. If you'd rather not, the same facial can be had for \$69. Other types of facials and add-ons are available. On October 27, Facelogic will offer free facials for breast cancer survivors (they'll be referred by doctors) and throughout the month, purchases will generate donations for Look Good...Feel Better, which helps cancer patients offset appearance-related changes from treatment. **Facelogic**, 145 Kisco Ave, Mt. Kisco 202-5004



Aphrodisiac by Lumar of Beverly Hills, \$92

Where to get: **ADAM BRODERICK SALON AND SPA**, 88 Danbury Road, Ridgefield, CT, (203) 431-3994; **DRAMA QUEEN STYLE**, 70 Baker St., Mount Kisco, 241-0146