



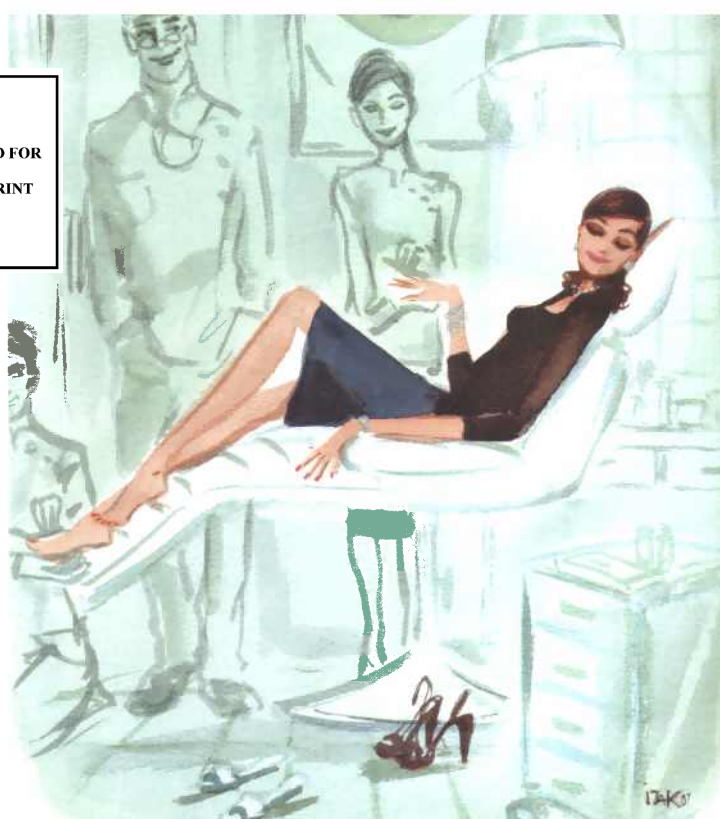
COMPLEMENTARY COPY NOT INTENDED FOR DISTRIBUTION
CONTACT JENNIFER ECLIPSE FOR REPRINT INFORMATION
T: 212-221-9595 X.237
E: jennifer.eclipse@parsintl.com

Dental Therapy

If you're as reluctant to settle into a dentist's chair as you are to step into the shower after viewing Hitchcock's *Psycho* alone at night, fear not: the dental profession is responding to this common anxiety by taking some extraordinarily soothing measures. According to the American Dental Association (ADA), about 50 percent of U.S. dentists now provide amenities normally found in spas, in the hopes of making clients leave their offices sporting grins instead of grimaces. And most dentists don't charge extra for these perks except for acupuncture and reflexology. "Dentists have to make their offices inviting so that patients want to come for preventive care," says Kimberly Harms, the ADA's spokeswoman and a dentist in Farmington, Minnesota.

Lorin Berland, a dentist in Dallas (214-999-0110), hired a massage therapist for his practice a dozen years ago and noticed an immediate difference in his clients' demeanors after they'd had a massage during their dental work. "A lot of them open up and relax," he says. "You can't beat the human touch." Berland also offers Playstations, DVDs, dental chairs equipped with massage pads, and lavender-scented towels for aromatherapy.

In the Manhattan office of dentist **Terry S. Gotthelf** (212-564-6686), a reflexologist will massage patients' hands and feet while Gotthelf does her work. The seriously dental-phobic may meet with the acupuncturist for a couple of sessions before their appointments. And those who prefer their relaxation to be hands-off can opt for electrical muscle stimulation, in which pads are placed on the skin and anxiety-decreasing vibrations are transmitted through a wire. These distractions, says Gotthelf, have made "people who used to be totally



stressed about treatments—to the point of crying—regular patients who come without fear."

Those who can't stand the waiting room because they will inevitably ponder all kinds of oral torture might squirm a lot less if they were sipping herbal tea while seated in the massage chair inside the reception area of the **Manhattan Dental Spa** (212-683-2530). Clients there also receive the hot-glove treatment via toasty paraffin-wax mittens for their hands.

Before sinking your teeth into the dental-spa experience, Harms suggests that you get the opinions of friends and neighbors who have been to dental spas and make sure that anyone who provides spa services is fully licensed. **KIM FERRARO**

GARDEN PARTY The beauty floor at Barneys New York is becoming noticeably greener of late, as more luxury brands brew formulas with organic ingredients. At the root of hair-care brand **Tela Beauty Organics** (\$40–\$50) is a blend of thirty-five plants selected for their moisturizing and exfoliating properties. Healer, a leave-in treatment, and Encore, a frizz tamer, both carry the USDA organic seal, guaranteeing that the formulas are at least 95 percent organic. British brand **Bamford** has just launched body products (\$20–\$72) that are certified by England's Soil Association, whose standards are equivalent to those of the USDA. The chamomile line soothes sensitive or dry skin, and the rosemary collection improves circulation. barneys.com.

GREEN ALERT!



ACTIVES FOR YOUR EYES

The skin around your eyes is the thinnest on your body, and it's subject to the most wear and tear (especially with a workout of ten to fifteen blinks per minute). To help smooth wrinkles, try **Euoko's** Y-41 Eye Contour Nanolift (\$290), the newest addition to the Aging series (one of five skin-care collections from the Canadian brand). Asiatic pennywort increases collagen and elastin, and sugar-beet derivatives lighten undereye circles. euoko.com.

