

SMILE COUNCIL: Standing from left, cosmetic dentists Gregg Lituchy, Larry Rosenthal, and Marc Lowenberg. Seated, Irwin Smigel and Lana Rozenberg.

DENTISTS

Marc Lowenberg and Gregg Lituchy

A smile makeover usually takes two visits that last a few hours each, so any of-the-moment cosmetic dentist's office has VCRs and stereos to keep its patients entertained. Marc Lowenberg and Gregg Lituchy also provide patients with laptops so they can work and check e-mails, and there's a massage therapist on the premises to make the whole experience less stressful. Not everyone can afford a full set of veneers, so the doctors, who have been in practice together for twenty years, offer smile makeovers that combine veneers with bonding and bleaching, and they demonstrate what your smile will look like using composite materials on top of your existing teeth, a more accurate picture than the usual computer imaging. Courteney Cox Arquette, Cindy Crawford, Heidi Klum, Russell Simmons, Chris Rock, Marc Anthony, Sarah Michelle Gellar, and Narciso Rodriguez are among their clients. 230 Central Park South (212-586-2890)



Lana Rozenberg

The Originator in New York of the dental-day-spa concept, Lana Rozenberg offers her patients warm neck wraps, eye compresses, and hand massages on the way to a prettier smile. She replaces silver fillings with porcelain ones, and unlike some cosmetic dentists, she also focuses on oral health; in fact, Johnson & Johnson has picked her as a spokeswoman. She uses the latest technology, such as Diagnodent, a laser that detects cavities before an X-ray can, and Difoti, which allows her to see decay around existing fillings. Justin Theroux and John Seigenthaler are patients. 8A East 63rd Street (212-265-7724)

Larry Rosenthal

Larry Rosenthal prides himself on contouring teeth to match a face rather than just installing generic pearly whites. His specialty is what he calls the "smile-lift" to make the upper lip look fuller. Using recently developed porcelain laminates that are more translucent and natural-looking than the ones commonly employed, he makes the side teeth thicker, which in turn pushes out the upper lip. He founded the Rosenthal Institute at NYU, the city's first aesthetic-dentistry-teaching facility. 30 East 76th Street (212-794-9600)

Irwin Smigel

Unlike many dentists, who depend on a lab to build the right-size crowns, Irwin Smigel prefers to order his crowns overbuilt and shapes them himself on the patient. He also widens the teeth on the sides and the back of the mouth to support the muscles in the face and around the mouth and reduce wrinkles. Smigel has been president of the American Society for Dental Aesthetics for 28 years, since its inception, and he travels to Asia and Europe teaching cosmetic dentistry. Kelly Ripa, Jimmy Fallon, and Diane von Furstenberg are among his notable smiles. 635 Madison Avenue, near 59th Street (212-371-4575)