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SUPERSMILE SELECTED AS NEWEST IAN SCHRAGER HOTEL AMMENITY

Supersmile, the ultra-premium, oral care whitening system most recommended by cosmetic dentists worldwide has been selected as the exclusive in-room oral care amenity for the Gramercy Park Hotel, the latest Ian Schrager property.

The Schrager organization has selected Supersmile Professional Whitening Toothpaste (selected by Men's Health magazine as Best Whitening Toothpaste), the Supersmile 45° Toothbrush and Supersmile Single Dose Whitening Mouthrinse for the new property. The luxury Gramercy Park Hotel, the first to be developed under the aegis of the newly formed Ian Schrager Company, is scheduled to open in early August. It has been conceived to present guests with an entirely new level of luxury at every level – including in-room amenities.

“At 50 Gramercy Park North I wanted to give people an unprecedented level of luxury service, access and privileges simply not available any place else. A lifestyle most people only dream about, together with one-of-a-kind, show stopping residences with great views, finishes, details and layouts. All this in a centrally located and unique neighborhood across from the only private park in New York City...that is my idea”. – Ian Schrager

Supersmile neatly fits that bill. It is a clinically proven total oral-care system comprised of a professional quality component program for maintaining oral health – complete with a thoroughly safe and remarkably effective (and proprietary) whitening element – specifically designed for quick and convenient personal use by anyone, anywhere, at any time. It was developed by the pioneering cosmetic dentist Dr. Irwin Smigel, President of the American Society for Dental Aesthetics lauded by no less than New York University as “the father of aesthetic dentistry”. Supersmile is the choice of a wide range of enthusiastic celebrity clients, including Kelly Ripa, Adam Sandler, Kristen Bell, Marcia Cross, Jimmy Fallon, Gloria Steinem, Calvin Klein and Diane Von Furstenberg.

The Supersmile Professional Whitening System is available nationally at better retail establishments - including Barneys, Bath and Body Works, C.O. Bigelow, Nordstrom and Victoriasecret.com as well as online at www.supersmile.com.

supersmile