



An Attractive Smile: It's more important than you may think

by Dr. Duncan Chambers, D.D.S.

A unique study developed by Kelton Research contrasted images of men and women with different types of smiles. In the study, respondents were shown images of people with varying tooth issues and asked to give their honest opinion about them. Results of the study indicated that people with a nice smile are perceived to have more desirable qualities than those with smile problems; including attributes such as being happy, surrounded by loved ones, and professionally successful.

According to the Kelton study, the smile is what people notice and recall when first meeting someone. Your smile can affect how others perceive you, including:

- **Making a Lasting impression:** Nearly one-third (29%) of Americans say the first aspect of someone's face they typically notice is their teeth, and 24% say that an attractive smile is what they remember the most after meeting someone.
- **Nice Smile = Success:** When looking at images, those with a nice smile are perceived to be 45% more likely than those with an unattractive smile to get a job. They are also seen as 58% more

likely to be successful, as well as 58% more likely to be wealthy.

- **Love at First Sight:** When it comes to attracting a possible mate on a dating site, those with a nice smile are seen as 57% more likely to get a date based on their picture alone.
- **Unattractive Smile = Less Dates:** Nearly two in five (38%) people would consider not going on a second date with someone who has an unattractive smile.
- **A Nice Smile Goes a Long Way:** Nearly three in four (73%) would be more likely to trust someone with a nice smile than someone with a good job, outfit, or car.

The “Biggest Turn-Off” dating survey revealed attributes that people find most appealing and least appealing in a romantic partner. When asked what they noticed first about potential partners, 62% of respondents said a person's smile.

A survey by the mega-dating site **Match.com** collected data from over 5,481 singles and more than 1,000 married couples, asking them a range of questions about their preferences and revealed the following:



Men judge women most on:

Teeth (58%)
Grammar (55%)
Hair (51%)



Women judge men most on:

Teeth (71%)
Grammar (69%)
Hair (53%)

Whether you are single, dating, or happily married having a nice smile is very important to how you are perceived by others. A beautiful smile sets the stage for a great first impression with everyone you meet.

A Smile Makeover is highly individualized for each patient. For some, a simple tooth whitening procedure may be all that is needed. For others, Porcelain Veneers are required to create a white, straight, even smile. Re-

placing metal fillings with natural-looking porcelain fillings is another great option. There are numerous possibilities to get the smile that will leave a great first and lasting impression. **E**



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Something to Smile About!

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