

Whitening Survey, Spring 2011

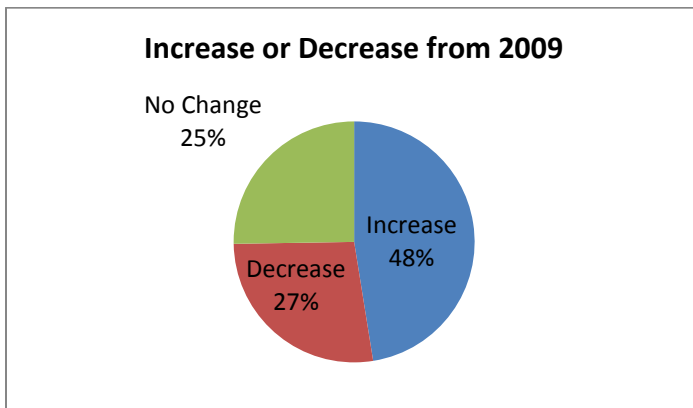
For more information, email pr@aacd.com

How many whitening treatments did your office perform in 2010?

AACD dentists averaged 77 treatments

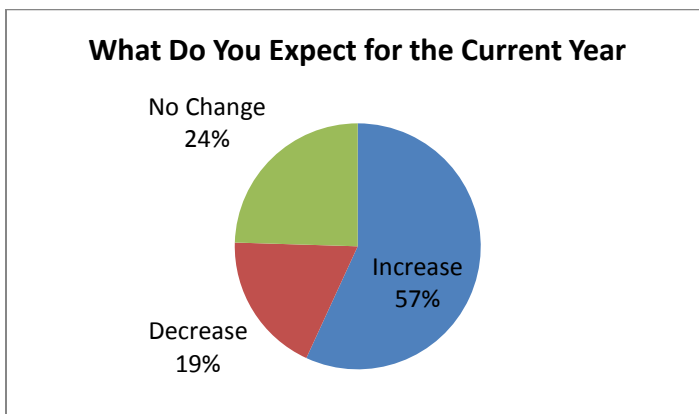
Is that an increase or decrease from the previous year (2009)?

- Increase 48%
- Decrease 27%
- No change 25%



Do you expect an increase or decrease for the current year (2011)?

- Increase 57%
- Decrease 19%
- No change 24%



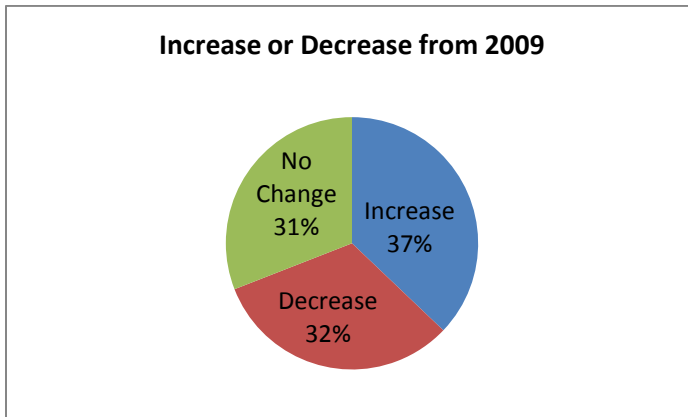
What is the estimated revenue your practice received from whitening treatments in 2010?

\$19,100

(Correlated with the first question about number of treatments, that would make an average whitening treatment worth an average of \$246.75)

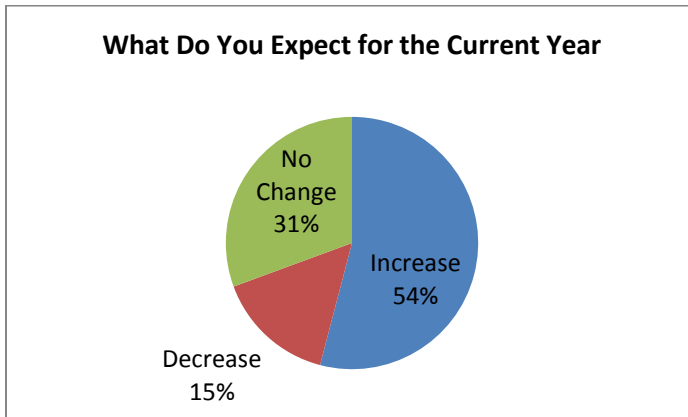
Is that a revenue increase or decrease from the previous year (2009)?

- Increase 37%
- Decrease 32%
- No change 31%



Do you expect a revenue increase or decrease for the current year (2011)?

- Increase 54%
- Decrease 15%
- No change 31%

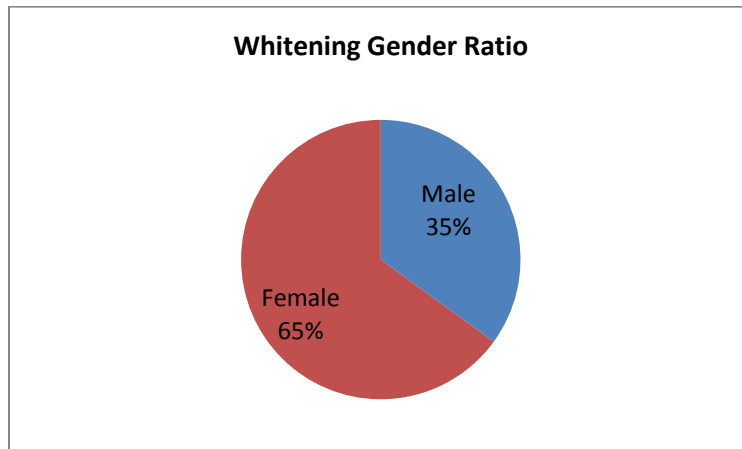


Does your practice perform:

- In-office whitening treatments 11%
- Dentist-supervised, take-home treatments (using professional whitening products) 11%
- Both 75%
- Neither

What is the percentage of male and female patients receiving whitening treatments?

- Male 35%
- Female 65%



What percentage of your patients report using at-home (over-the-counter or commercially available) whitening products?

22 %

According to the American Academy of Cosmetic Dentistry...

Virtually all Americans (99.7%) believe a smile is an important social asset.

96% of adults believe an attractive smile makes a person more appealing to members of the opposite sex.

Three-quarters (74%) of adults feels an unattractive smile can hurt a person's chances for career success.

When asked, *"What is the first thing you notice in a person's smile?"* The most common responses were:

- Straightness
- Whiteness & Color of Teeth
- Cleanliness of Teeth
- Sincerity of Smile
- Any Missing Teeth?
- Sparkle of Smile

And when asked, *"What types of things do you consider make a smile unattractive?"* The most common responses were:

- Discolored, Yellow, or Stained Teeth
- Missing Teeth
- Crooked Teeth
- Decaying Teeth & Cavities
- Gaps & Spaces in Teeth
- Dirty Teeth

When respondents were asked, "*What would you most like to improve about your smile?*" The most common response was:

- Whiter & Brighter Teeth