

Whitening Survey, Summer 2012

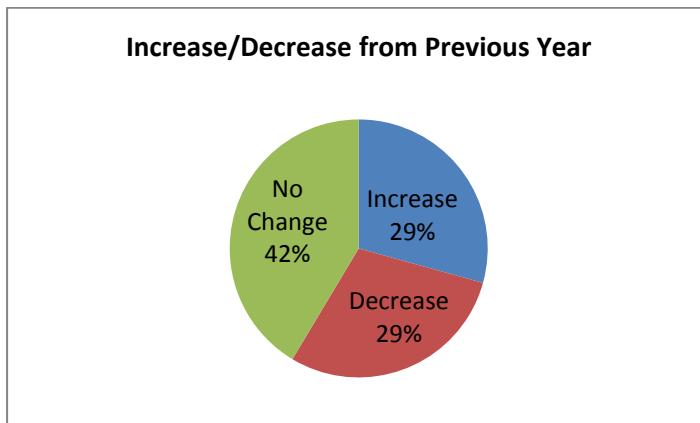
For more information, email pr@aacd.com

How many whitening treatments did your office perform in the previous year?

AACD dentists averaged 61 treatments

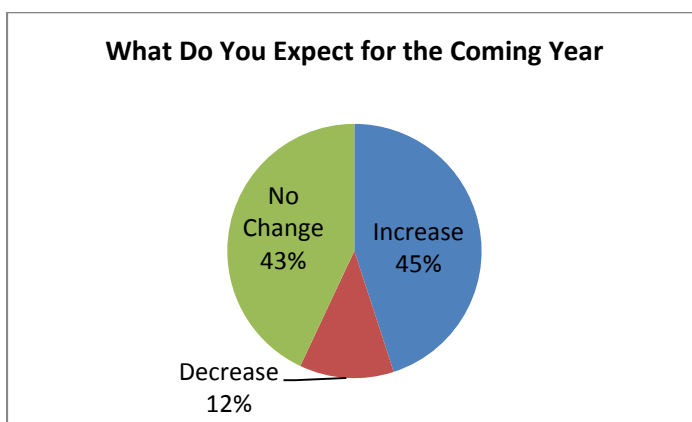
Is that an increase or decrease from the previous year?

- Increase 29%
- Decrease 29%
- No change 41%



Do you expect an increase or decrease for the coming year?

- Increase 45%
- Decrease 12%
- No change 43%

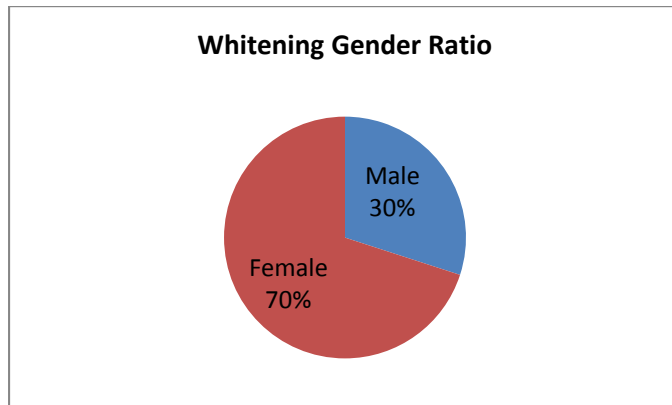


Does your practice perform:

- In-office whitening treatments 7%
- Dentist-supervised, take-home treatments (using professional whitening products) 18%
- Both 75%
- Neither

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

- Male 30%
- Female 70%



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

25 %

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