

WHY WOULD YOU WANT PEARLY WHITE TEETH?

A teeth whitening treatment is an increasingly popular, reasonably priced and effective way to restore teeth to their original colour. We all know that real beauty is more than skin-deep, but also that first impressions count and people make judgements in moments. Your smile is one of the first nonverbal cues you give to people.

The results of an independent study conducted on behalf of the American Academy of Cosmetic Dentistry was that 99.7% of people surveyed believe a smile is an important social asset - that would be 997 people out of a thousand. 96% of adults believe an attractive smile makes a person more appealing to members of the opposite sex, and that three-quarters (74%) of adults feels an unattractive smile can even hurt a person's chances for career success.

When respondents were asked, "What would you most like to improve about your smile?" the most common response was "Whiter and brighter teeth".

In many ways, these are unfortunate statistics - physical characteristics, like the brightness of teeth, shouldn't be such key factors in dating and relationships, and certainly not when it comes to job interviews and career performance - however confidence in your own smile can be a big help in such situations.

Pearly Whites has been designed to offer a convenient, quick and reliable way to brighten up a smile at an affordable price, providing you with the best results.