

Churchill Way Dental Practice.

The Importance of a Great Smile.

Having an attractive smile really can enhance your overall wellbeing and opportunities for success.

The research below indicates how a great smile can improve your confidence, personal relationships, increase your popularity and give you a greater chance of landing that dream job! The following facts were gathered from various clinical studies and research, linking attractive, desirable smiles with increased levels of happiness and success:

First impressions really do count. Create yours with a healthy smile!

“An important factor in social interaction is physical appearance. Major elements in the evaluation of physical appearance are the mouth and teeth. The effect of tooth appearance on the physical attractiveness stereotype is more evident when males evaluate females and vice versa, rather than evaluating their own sex.”¹

“Studies of eye movement show that, in a face-to-face situation, the eyes primarily scan the other person’s eyes and the area of the mouth, with little time spent in observation of other features.”²

How an attractive smile can increase popularity

“Attractiveness is suggested to influence personality development and social interaction. Evidence for this relationship was discovered through analysis of facial-attractiveness studies. These showed that attractive children and adults are judged and treated more positively than unattractive children and adults, even by those who know them. Attractive children and adults also exhibited more positive behaviours and traits. Facial attractiveness correlated with extraversion and self confidence/self esteem.”³

“Facial and smile attractiveness appear strongly connected to each other. The fact is that in social interaction, one’s attention is mainly directed toward the mouth and eyes of the speakers face. As the mouth is the centre of communication in the face, the smile plays an important role in facial expression and appearance. **This has been demonstrated in studies with photographs, where higher intellectual and social abilities were attributed to individuals with aesthetic smiles.**”^{4, 5}



Whiter teeth, brighter future!

“A study was carried out to identify factors distinctive to attractive smiles versus unattractive smiles, as perceived by patients. The results showed, in all cases, tooth shade was the most important factor in

predicting attractiveness, followed in sequence by natural looking teeth (un-restored teeth) and number of teeth displayed.”⁶

“Research⁷ has shown that dental appearance has a very strong influence on young adults and their preference for friends. A number of studies have documented the affects of dental attractiveness on interpersonal relationships.⁸⁻¹¹ In comparison with less attractive persons, those judged more attractive generally are regarded as more popular,¹²⁻¹⁵ are more desired as dating partners,¹⁶⁻¹⁷ are attributed to have more socially desirable characteristics,^{10, 16} and are perceived as having greater intelligence and educational potential.”¹⁹

Occupations and the influence of your dental appearance

“Dental appearance has been cited as an important cue in assessing facial attractiveness. It is, therefore, possible that highly visible dento-facial deformities could constitute to a definite handicap to the attainment of occupational goals such as discoloured teeth, missing teeth, fractured teeth and ill-fitting and unnatural-appearing dentures.”²⁰

“Grade school teachers attribute to attractive children greater academic potential and predict superior social relationships with peers.”²¹⁻²³

“Perceptions of competence and performance in job settings can be influenced by physical attractiveness. Prior to getting an opportunity to demonstrate one’s competence in the work place, discriminating factors can be working against the less attractive individual.”²¹

“Several studies indicate that attractiveness also differently influences a person’s chances in employment settings. In a study by Dipboye et al., college students and professional interviewers rated and ranked bogus employment resumes on suitability of the applicant for a managerial position. Both groups evaluated resumes more favourably for attractive applicants. **The employment potential of both sexes was perceived to be significantly greater for attractive applicants.**”^{21, 24, 25}

For more information on how we can help you achieve your perfect smile, please speak to one of our staff members today or call 029 2037 3831 to book your free consultation with our Treatment Co-ordinator. Otherwise visit us at www.churchillwaydentist.co.uk

References

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