

Strictly Success Is in The Smile

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- Why talent doesn't necessarily get votes on Strictly Come Dancing
- Talent show voters let aesthetics influence their decision
- Prediction for 2017 Finalists

A smile is often described as the greatest influencer and it is no secret that a bright white smile is TV's winning formula.

With Strictly captivating Britain once again, White Glo look at what influences voters to pick their winner.

While voters may be under the impression that their choice is based on who has the fanciest footwork, the white teeth and glowing tan play a strong part.

According to psychologist John Antonakis, a contestants' appearance heavily influences voters. The human mind tends to simplify the decision-making process by relying on quick and easy strategies. Voters take mental shortcuts to arrive at their final decisions.

When the nations favourite finalists flash their smiles to an audience of 10 million, the response is positive and with big smiles having a proven link to success, it is no surprise all 14 previous winners have white smiles.

From Natasha Kaplinsky in series one, through to Abbey Clancy and Alesha Dixon in series 11 and 12 their smiles are stand out winners. Based on this, Molly King, Aston Merrygold and Alexandra Burke have strong chances of waltzing their way to the final with their smiles.

James Buchanon, White Glo's Product Development manager is familiar with this trend "It comes as no surprise that the winners of the last 14 series of strictly have perfectly white teeth. We have seen numerous occasions of people trying to emulate this look as they know full well how showing off a white smile boosts confidence and positivity."

Both Ed Balls and Ann Widdecombe have proven in previous series the power of personality only goes so far, with aesthetic features eventually taking the lead to secure a spot in the final.

Buchanon explains how to get the look of Strictly's winners "The stars of these talent shows often achieve their glamorous looks through expensive treatments which are not realistic for most. I would encourage those who are after the same look to consider products with the same ingredients the professionals use on the stars. There are products widely available which can provide the same results and even incorporating the right whitening toothpaste can go a long way to making the Strictly look achievable."

You can find out more about looking after your teeth at [<http://www.whiteglo.com/>]

-ENDS-

For additional comment and for imagery to accompany this release please contact Danielle on danielle@kincomms.com or Lewis Gunn on lewis.gunn@kincomms.com or call +44(0)207 7179696

Notes to Editors:

White Glo Professional Choice RRP £4.00.

White Glo was first established in Australia in 1993 and was the first company to introduce teeth whitening products to the Australian market. White Glo is one of the market leaders in Australia's whitening toothpaste and teeth whitening industries. White Glo products are now sold in the United Kingdom, South Africa, Russia, Singapore, China, Hong Kong, Japan, Middle East, New Zealand, Papua New Guinea, Greece, Philippines, and Cambodia.