

# Research Reveals Millions of Brits Lack Confidence in Their Appearance

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- Only 15% of women think they are attractive
- Valentine's Day beauty tips to boost confidence
- Over a third (34%) avoid smiling due to being too self-conscious

New research commissioned by the teeth whitening brand White Glo (<http://www.whiteglo.com/>), reveals 83% of Brits are lacking confidence in their appearance. The results suggest both men and women are self-deprecating, with women being the hardest on themselves as only 15% believe themselves to be attractive, compared to 19% of men.

The research also shows attractiveness is believed to be the key to happiness, a successful career, and a good love life.

Nearly half of 18-34 year olds (49%) admit they would be happier if they were more attractive, with 54% of this age group believing their friends are more attractive than they are.

A smile is often thought to be an indicator of attractiveness and the research confirms this, as almost half (49%) of respondents notice a smile and find them attractive. Adding further to this, 45% believe white teeth make someone more attractive.

Despite a bright white smile being a known way to increase attractiveness, over a third (34%) are so self-conscious of their teeth, they avoid smiling altogether. Surprisingly, 41% of 18-34 year olds also claim having better teeth would make them more outgoing.

White Glo (<http://www.whiteglo.com/>) is highlighting the easy beauty tricks to ensure for a confident smile in time for Valentine's Day.

## 1. Perk up your skin

Add a light bronze glow to your skin. The contrast in colour will give the illusion of whiter teeth.

## 2. Skip staining drinks

Stay clear of red wine on your Valentine's date to avoid a magenta hued smile. The cracks in enamel will allow the pigmentation to settle on teeth and soak your smile after just a few sips.

## 3. Glow and go

Try teeth whitening strips, like White Glo's Bright Nights, which dissolve on your teeth in minutes, for an instantly whiter smile.

## 4. Rock red lipstick

A scarlet hue will cancel out yellow tones and adding a gloss will further highlight your pearly whites.

## 5. Turn to Charcoal

Switch your usual toothpaste for one with whitening properties, or even try an activated charcoal toothpaste to show off a smile your Valentine's date won't be able to ignore.

White Glo's dental expert Jordan Kirk, explains why teeth insecurities shouldn't be a concern, "These results are part of the wider research we are doing in the UK and it is surprising how many people still worry about their teeth, especially when at home treatments are so widely available on the high street. Make sure you pick one which promises results in a short space of time, like White Glo's Diamond Series, to ensure you are happy with your smile in time for Valentine's Day.

Jordan continues, "For anyone looking for real results, everyday whitening toothpaste will complement any at home treatments you try. Look for a professional standard whitening toothpaste, which you can find in most supermarkets these days."

To find out more about looking after your teeth go to White Glo (<http://www.whiteglo.com/>)

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For additional comment, imagery, or regional statistics to accompany this release please contact Danielle on [danielle@kincomms.com](mailto:danielle@kincomms.com) or call 02077179696.

Teeth Whitening sample kits are available for press.

The research was conducted with 2,000 UK Adults via an online consumer panel Vital Statistics between 6th and 11th December 2017.

Notes to Editors:

White Glo (<http://www.whiteglo.com/>) 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.

White Glo Professional Choice was rated the most effective whitening toothpaste in a leading consumer trial. The products were originally developed exclusively for actors and models, using the same ingredients dentists use in their clinics.

UK Stockists include; Boots, Superdrug, ASDA, Tesco and Morrisons.