

How To Have A Successful Valentine's Date

Submitted by: Kin Communications2

Wednesday, 7 February 2018

Smile for A Successful Date This Valentine's Day

- A smile is the top sign of attractiveness
- Over a third (34%) avoid smiling due to self-consciousness
- Expert tips for a white smile in time for Valentine's Day

New research from Australia's leading teeth whitening brand White Glo (<http://www.whiteglo.com/>), reveals a simple smile is the only secret singles need this Valentine's Day.

Nearly half (49%) admit a white smile is top of their wish list in a potential partner, meaning Valentine's Day is not the time to hold back a glowing grin.

The research also reveals Brits have high standards when it comes to how their partners' teeth look. Over a third (38%) of women claim they would not date someone with bad teeth and over a quarter of men (28%) say they would not kiss their date if they had bad teeth.

However, despite these high standards it seems Brits are lacking the confidence to show off their teeth, as over a third (34%) admit to avoiding smiling altogether because they are so self-conscious of how their teeth look.

White Glo's dental expert, Jordan Kirk, reveals how to win over your Valentine's Date, or reignite the spark, with nothing but a smile.

"We were really surprised with the results of our research, especially when there are so many treatments available to improve your teeth without having to visit a dentist. Using an at-home whitening kit, you can improve the colour of your teeth in just a week, but make sure you choose one which uses the same ingredients dentists use in their clinics for the best results, like the White Glo Diamond Series."

Jordan continues, "There are also a few things you can do last minute to boost your confidence. Try instant whitening strips just before you head out for the night and make sure you avoid any teeth staining drinks on your date, to avoid an embarrassing red wine smile."

With the research proving a smile to be an influencing factor for both men and women, it is worth giving your teeth a whitening boost before Valentine's Day, for the best chance at catching your love interests eye.

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

Samples are available to press for review.

ENDS

For more information, high res product images, high res logo or a sample product for review, please contact danielle@kincomms.com or call 02077179696.

Notes to Editor:

White Glo Diamond Series is available to buy in Boots, Superdrug, ASDA, Tesco and Morrisons.
RRP £14.99.

White Glo is Australia's leading teeth whitening brand and the products were originally developed exclusively for actors and models.

Following years of research by dentists, the White Glo products are formulated with the same ingredients used by dentists in clinics to achieve fast, effective results. The advanced formulation lifts stains and removes yellowing on the surface of your teeth enamel, without abrasion.