

An Oscar Smile Doesn't Have to Break the Bank

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Wednesday, 28 February 2018

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- 68% of 18-34 year olds believe a celebrity style is not achievable on a budget
- 38% of 18-34 year olds feel inadequate compared to celebrities
- Expert tips for a Hollywood smile on the high street

February 2018

As Margot Robbie, Meryl Streep and their fellow Oscar nominees prepare to take centre stage on the red carpet, new research from teeth whitening specialists White Glo, reveals what Brits really think when they admire their favourite celebrities style.

The glamorous outfits and flawless smiles turn heads on the red carpet, and pages in the papers, with their coveted style being admired by many. However, 68% of 18-34 year olds believe a celebrity style is not achievable on a budget and for well over a third (38%), looking at photos of celebrities and their white smiles, even makes them feel inadequate in comparison.

Despite results being easily achievable, 77% of Brits are still unhappy with the colour of their teeth and over a quarter (26%) claim the colour of their teeth stops them from smiling.

While celebrities have unlimited resources to perfect their smiles, teeth whitening is no longer reserved for the silver screen. White Glo's in house dental expert, Jordan Kirk, explains "Getting quick and effective results does not necessarily require spending thousands at the dentist.

A regular hygiene routine, with an effective whitening toothpaste, can bring about visible change in just a few days. Look for one which contains the same ingredients the dentists would use, and you'll be surprised with the results you are able to achieve."

When it comes to selecting the best product for that at home glow, Jordan gives important advice "There is a tendency for people to believe that the more expensive the product, the better the results, but this is simply not the case. Most of the high street brands available contain similar ingredients, so instead of looking at price I would advise considering which product is going to fit in with your lifestyle. For example, a whitening kit which requires you to keep a tray in your mouth for half an hour is going to add time on to your dental routine, which won't suit those with a busy lifestyle. It is better to choose a product which fits in to your routine, like White Glo's Diamond Series kit which works in five minutes, so you can use it while you shower. It's all about finding the product which you can stick to, as that is how you are going to see results."

White Glo's Diamond Series kit also comes with a free tube of Professional Choice whitening toothpaste, which was formulated exclusively for actors and models, before being made available on the high street.

Follow the expert's advice for a smile to rival this year's Oscar stars and for more information on how to look after your teeth visit <http://www.whiteglo.com/>

ENDS

Teeth Whitening sample kits are available for press.

Research to be credited to White Glo.

For additional comment, imagery, or to accompany this release please contact Danielle on danielle@kincomms.com or call 02077179696.

Notes to Editors:

White Glo Diamond Series is available to buy in Boots, Superdrug, ASDA, Tesco and Morrisons.
RRP: £3.99

The Diamond Series product is perfect to use in the shower as it is developed with just a 5-minute application. The new mouth tray system incorporates the exclusive Instant-Fit mouth tray. There is no need to mould the mouth trays, they are instantly ready to use and will form to the shape of your teeth instantly. The extra comfortable mouth trays allow you to whiten both upper and lower at the same time.

Each pack comes with a FREE full size White Glo Professional Choice Toothpaste. This is the original and most popular whitening toothpaste from White Glo, which has been rated No. 1 most effective whitening toothpaste by an independent trial

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 advance formulation lifts stains and removes yellowing on the surface of your teeth enamel, without abrasion.