

# How To Get A Royal Smile In Time For Your Wedding

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Tooth whitening procedures can cost between £500-£1,000

Kate Middleton allegedly had dental surgery worth thousands before her wedding

Orthodontic treatments can take up to a year for noticeable results

Meghan Markle sports one of the most famous smiles in the world, with thousands of women desperate to emulate it. But none of us have a royal budget to get the royal smile of our dreams. Kate Middleton allegedly had dental surgery just before her wedding, but this could have cost her between three to ten thousand pounds. So it's not surprising most use of us a myriad of different teeth-whitening solutions to get the perfect smile for our big day.

More than 100,000 people a year try tooth whitening in the UK, and a quarter of us have had some kind of cosmetic dentistry. The industry is estimated to be worth £2 billion, and is on the rise due to social media and the pressure to have the perfect smile. The latest, most expensive method is laser tooth whitening, in which a hydrogen peroxide solution painted onto a patient's teeth is subjected to a strong light that speeds up the lightening process. This procedure, taking between fifteen minutes and one hour, claims to lighten teeth by up to eleven shades but can set you back more than £600.

Orthodontic procedures can cost even more, and take months to show any results.

What's more, many tooth-whitening treatments such as this merely cover stains, instead of removing them. Those looking for a less invasive way to whiten their smile can look for at home use teeth whitening products.

"Advances in at home teeth whitening means consumers can now get great results at home at a fraction of the cost," says White Glo's dental expert Jordan Kirk. "Switching your ordinary toothpaste to a teeth whitening toothpaste such as White Glo Professional Choice is an ideal way for a brighter smile with minimal effort". This contains Activated Charcoal which "helps to remove Deep Stains by penetrating and absorbing discolouration and germs".

For quick and dramatic results, use an at home teeth whitening system like the White Glo Diamond Series Whitening System.

Originally formulated for actors and models, White Glo can give you a professional smile in time for your wedding.

ENDS

For additional comment or imagery to accompany this release please contact Jack on [jack@kincomms.com](mailto:jack@kincomms.com) or Tom on [tom@kincomms.com](mailto:tom@kincomms.com) or call 02039587085.

Notes to Editors:

Samples are available for press.

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

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.