

News of Women

A Surprising Source For Self-Confidence

(NAPSA)—In a recent Beauty and Aging survey of women ages 40+, Fixodent found women who wear dentures place more importance on their smile than the average woman over 40, and the idea of getting dentures was a source of anxiety for most wearers before they got dentures.

Fixodent has created the Circle of Confidence, a unique network of experts, to provide confidence and give denture wearers a team to confide in as a person, not a patient. Dental expert Dr. Lawrence Brecht of the American College of Prosthodontists; lifestyle and nutrition expert Elizabeth Somer, M.A., R.D.; and beauty expert Lois Joy Johnson will all offer insights to feeling confident with that new smile.

“So many of the patients I see, perhaps women more than men, are fearful of having to wear dentures,” said Dr. Brecht. “They are worried that the dentures may become loose and fall out at an embarrassing moment. This fear can be minimized by having dentures made by a dental specialist, such as a prosthodontist, and through the use of an appropriate denture adhesive.”

One of the main concerns of most of the women who participated in the survey, conducted by Wakefield, was that their dentures won't stay in place. In fact, most women who currently do not wear dentures said it would ease their worries about getting den-



Smile: Experts at dentureliving.com provide tips so you can look good, feel good and have fun while wearing dentures.

tures to know they would stay in place. More than one in six women said wearing dentures made them “a lot less likely to eat in public.” Since roughly 20 million women ages 40+ wear dentures, more than 3 million of them are living their lives in fear of something as simple as eating out with their friends.

The Circle of Confidence is part of dentureliving.com. The site features expert tips and answers to a variety of questions and concerns such as “How will dentures affect the way I eat?” and “What beauty products will help me best accentuate my new smile?” There are also educational articles, helpful links and a message board where people with dentures can reach out to each other for support and advice on dental care, beauty and overall health.