

newsworthy trends

Nothin' But The Tooth

(NAPSA)—Are people more concerned about having the perfect smile at a job interview or at their wedding? Which do Americans value more: a clean body or a clean mouth? And if women could share their sink with a Hollywood hunk while brushing their teeth, whom would they select?

The makers of a popular brand of toothpaste recently conducted a survey to uncover the answers to these and many other fun oral care questions. Some of the most interesting tidbits include:

- **“You’re Hired!” Trumps “I Do!”**

Three out of four respondents want their smile to be its best at a job interview, while only half of the respondents vowed that they needed a sparkling smile for their own wedding.

- **“Maps, Spare Change for Tolls, Toothpaste....”**

Approximately 20 percent of Americans keep a tube of toothpaste in the car.

- **Clean Mouth Outranks a Clean Body**

When asked what part of their daily routine they would absolutely NOT skip, 94 percent of respondents said “brushing my teeth,” while only 77 percent of those same respondents said they would never skip a daily shower or bath.

- **Snack-Attack Plan**

More than 40 percent believe that brushing their teeth throughout the day helps them to avoid snacking between meals.

- **First Impressions on First Dates**

While the nose knows that body odor ranks first on the list of biggest turnoffs during a first date, bad breath came in a very close second.



Most Americans would sooner skip a daily shower than miss brushing their teeth.

- **Tooth Whitening Is “White Hot”**

Six out of 10 respondents have taken steps to whiten their teeth using over-the-counter drugstore products, with toothpaste being the most popular whitening product purchased.

- **“Get Your Own Tube, Junior!”**

Forty-five percent of parents choose to purchase a separate tube of toothpaste for their own use rather than partake of the family’s communal tube.

- **Hollywood His and Her Sink**

Lastly, ladies were asked: “If you could bump elbows with one of Hollywood’s hottest actors while brushing your teeth, who would it be?” George Clooney and his arresting smile secured the top spot, while Matthew McConaughey clinched second and Brad Pitt took third.

You can find more incisive information on teeth at the ARM & HAMMER Advance White Toothpaste Web site, www.myoralcare.com. Taking its advice to heart can help you keep your teeth to yourself for many years to come.