

Understanding YOURSELF

A Picture-Perfect Appearance Starts With A Smile

(NAPSA)—Can you imagine yourself with a “picture-perfect smile”?

According to a recent survey, the majority of consumers (80 percent) indicated that a picture-perfect smile plays an important role in making a favorable first impression.

In addition, nine out of 10 consumers surveyed felt that the single factor that contributed most to their feeling good about their appearance on a daily basis was having bright, clean teeth.

“Looking picture perfect—being well groomed, well dressed and having a bright, white smile—enhances confidence whether you’re going for a job interview or a night on the town,” said Samantha von Sperling, founder of Polished Social Image Consultants, a full-scale image-consulting firm based in New York City.

Another finding from the survey—which was sponsored by the makers of Listerine®—is that when it comes to looking good and feeling good, convenience is key.

Of those surveyed, 78 percent said they are looking for easy ways to help them look and feel good and 86 percent want to look good but don’t want to spend a lot of time or money in the process. More than half of those surveyed (53 percent) are not doing anything to whiten their teeth for a more picture-perfect appearance.

Fortunately, there are many easy, timesaving techniques that men and women can build into their daily routines in preparation for life’s picture-perfect moments, from improving posture and acces-



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sorizing to incorporating easy-to-use products into their daily grooming routine.

For example, Listerine Whitening™ Pre-Brush Rinse is an easy addition to an oral care routine to help those people who want to achieve a picture-perfect smile. Consumers who rinse with Listerine Whitening Pre-Brush Rinse for only 60 seconds before brushing twice a day should see a noticeably whiter smile in 12 weeks. It penetrates stain, ultimately providing users with a whiter and brighter smile while killing the germs that cause bad breath.

“Improving your image doesn’t have to be a messy, costly or time-consuming exercise,” said von Sperling. “It can be as easy as starting with a whiter smile.”

To learn more, visit the Web site at www.listerine.com.