



Study shows pleasing smiles can create impression of success and intelligence

ACWORTH, GA (November 20, 2006) – Local general dentist Cindy Roark, DMD of Coast Dental Acworth has helped hundreds of patients improve their smile. She knows that patients who have cosmetic dentistry procedures often get a confidence boost along with their bright new smile. A new study by Beall Research & Training of Chicago conducted for the American Academy of Cosmetic Dentistry (AACD) shows that an attractive smile makes people appear more intelligent, interesting, successful and wealthy to others.

Pictures of eight individuals were shown to a statistically valid cross section of the population. Respondents were asked to quickly judge the eight men and women as to how attractive, intelligent, happy, successful in their career, friendly, interesting, kind, wealthy, popular with the opposite sex, and sensitive to other people they appeared. Half the photos pictured individuals before they had cosmetic dentistry procedures; the other half pictured them afterwards. The results indicated that an attractive smile has broad benefits. Though the change was most dramatic for the labels *attractive*, *popular with the opposite sex*, *wealthy* and *successful in their career*, the changes were statistically significant in all areas. Dr. Anne Beall, a social psychologist and market research professional, carried out the independent study.

“Based on interactions with happy patients, we were expecting this type of difference in *attractiveness* and *popularity with the opposite sex*,” said Dr. Roark, a member of the AACD, “but to have large gains in how patients were perceived to be *successful*, *intelligent*, *interesting* and *wealthy* after cosmetic dentistry caught me by surprise. We’ve been telling people that a beautiful smile was a great investment in their future. Now we have independent evidence.”

Dr. Roark offers smile design, professional whitening, dental implants, veneers, bonding, inlays and onlays as well as general dentistry services to patients in her practice located at 3509 Baker Road, Suite 401, in Acworth.

Dr. Beall’s Methodology

Two sets of photos were created, each showing four individuals before undergoing cosmetic dentistry, and four after treatment. Half the respondents viewed set A; the other half set B. The eight subjects viewed by respondents were evenly divided by gender. Two had mild improvements through cosmetic dentistry, two had moderate improvements, and four had major improvements to their smiles, to give a wide range for respondents to view. None, however, had visibly rotten or missing teeth or catastrophically bad dental health in the before shots. Respondents were not told that they were looking at dentistry, but were asked to make snap judgments rating each person for the ten characteristics, on a scale of one to ten, with “one” being “not at all,” and “ten” being “extremely.”

Results

| Characteristic Average | "Before" rating | "After" rating | Increase |
|-------------------------------|-----------------|----------------|----------|
| Attractive | 4.6 | 5.9 | 1.3 |
| Intelligent | 5.9 | 6.5 | .6 |
| Happy | 6.2 | 6.8 | .4 |
| Successful in their career | 5.8 | 6.7 | .9 |
| Friendly | 6.3 | 6.8 | .5 |
| Interesting | 5.4 | 6.1 | .7 |
| Kind | 6.0 | 6.4 | .4 |
| Wealthy | 4.9 | 5.9 | 1.0 |
| Popular with the opposite sex | 5.0 | 6.2 | 1.2 |
| Sensitive to other people | 5.6 | 6.1 | .5 |

About Coast Dental Acworth

Dr. Cindy Roark is a general dentist employed by Coast Dental of Georgia, P.C. Coast Dental Acworth is located at 3509 Baker Road, Suite 401, Acworth, GA 30101. The phone number is 770-917-8943. Coast Dental Acworth is managed by Coast Dental Services, Inc., a leading provider of comprehensive non-clinical business and administrative services to more than 100 owned or affiliated dental practices in Georgia and Florida. Its website is www.coastdental.com

About the American Academy of Cosmetic Dentistry

The AACD is the world's largest cosmetic dental organization dedicated to advancing excellence in the art and science of cosmetic dentistry. The organization encourages the highest standards of ethical conduct and responsible patient care by offering superior educational opportunities; promoting and supporting a respected accreditation credential; serving as a user-friendly and inviting forum for the creative exchange of knowledge and ideas; and providing accurate and useful information to the public and the profession. Its website is www.aacd.com

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