

Teeth Are More Important Than We Think

The majority of people might be underestimating just how important teeth are in so many aspects of life – and, most notably, when it comes to our overall health.

87%

of Americans **wish they had taken better care** of their natural teeth.

77%

indicate they are committed to doing everything they can to **preserve their natural teeth.**

Over half

of adults in the U.S. admit they **do not see a dentist** once every 6 months.

46%

say you should **put your tooth on ice** and **contact your dentist** if you get your tooth knocked out and **over 1 in 4 (28%)** say you should **go to the emergency room.**

Only 9% of respondents knew the proper first step, which is to **try putting the tooth back into place**, and **23%** identified the next best thing, which is to **store it in milk.** In any case, bring the tooth to an endodontist or dentist as soon as possible!

Half (50%) say they have been diagnosed with a dental issue that **required a root canal.**

43% say tooth pain or oral health issues **negatively affect their confidence.**

31% say tooth pain or oral health issues **negatively affect their love life.**

35%

admit they notice someone's teeth right away, **at first sight**, when meeting someone new.

While your teeth can get you noticed, oral health is a lot more than just vanity.

74% cite **at least one oral health-related routine** (remembering to schedule routine dental exams, regular flossing, or brushing twice daily) **as a significant part** of their overall health and well-being routine.

79% of Americans will prioritize oral health in 2023.



Of those who say that their **New Year's resolution** relates to oral health...

58%

report their New Year's resolution will be to brush their teeth more often.

37%

say they will schedule routine dental appointments.

42%

say they will cut back on candy/sweets

21%

say they will reduce coffee or tea consumption.