

## **Orthodontics and Straight Teeth: The Facts**

According to the Journal of the American Dental Association, 2/3 to 3/4 of American adults (between 131 and 148 million) have some sort of malocclusion (crooked teeth) and could benefit from orthodontic treatment.

According to Align Technology research of 18,000 consumers, 50% of adults (ages 25 to 49) or 50 million, wish their teeth were straighter.

According to the AAO, more than 5 million people in the U.S. and Canada are currently in orthodontic treatment. 1 million are 18 years of age and older.

According to a 1997 American Dental Association survey, only 46% of adults are “very satisfied” with the appearance of their teeth, down from 57% in 1989.

Studies of adult orthodontic patients (1986 and 1993) show that nearly 50% of participants didn't seek treatment sooner due to embarrassment about how braces would look (Journal of Clinical Orthodontics, Community Dentistry and Oral Epidemiology).

A survey of the American Academy of Cosmetic Dentistry found that:

- More than 92% of adults agree that an attractive smile is an important social asset.
- Nearly 88% say they always remember someone with an especially attractive smile.
- 85% agree that an unattractive smile makes a person less appealing to people of the opposite sex.
- 74% agree that an unattractive smile can hurt a person's chances for career success.
- Only 50% of people surveyed are satisfied with their own smiles.