

## Orthodontics and Straight Teeth

- According to the U.S. government's annual spending report issued by the Department of Health and Human Services, Americans spent a record \$65.6 billion for dental care in 2001, up 8 percent from the previous year.
- According to *The Journal of the American Dental Association*, 2/3 to 3/4 of American adults (between 137 and 154 million) have degree sort of malocclusion (crooked teeth) and could benefit from orthodontic treatment.
- According to Align Technology's 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 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 by 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.