

Forget the Diamonds: A Beautiful Smile is Your Best Accessory

*Confidence and Quality of Life Improved by Orthodontic Treatment,
Say Doctors and Researchers*



Music Professor Rosemary Haber says straight teeth are essential for today's world.

St. Louis – August 15, 2016 — When it comes to landing a job or finding love, your smile might matter more than you think.

A study conducted by Match.com found that when judging a potential date, single American men and women both agree that attractive teeth are the highest ranking “must have.”

Looking to boost their confidence, more Americans are opting for orthodontic treatment later in life and reveling in the results.

The American Association of Orthodontists (AAO) found **that 75 percent of adults surveyed reported improvements in career or personal relationships**, which they attributed to their improved post-orthodontic treatment smile. Citing newfound self-confidence, **92 percent of survey respondents** say they would recommend orthodontic treatment to other adults.

Confidence for Life

A recent study published in the *Angle Orthodontist*, a scientific journal, found that orthodontic treatment significantly boosts self-confidence for adults. Researchers

found that 70 percent of adult patients requiring oral rehabilitation reported an improved self-esteem and quality of life after orthodontic treatment.

The AAO's [Adult Hall of Fame](#) tells the stories of a number of adults who have opted for treatment and now enjoy the confidence that comes from a healthy, beautiful smile. Adults curious about treatment will find inspiration from patients such as:

Rosemary Haber, Professor: "Straight white teeth are essential for today's world. When you smile, you brighten other peoples' day. In return, the confidence you exude makes the world a more positive place to be...especially when people are around you."

Dr. Ron Smith, Materials Engineering Business Owner: "I wanted to look more youthful and behave more youthfully. Orthodontic treatment has inspired me to do more to take better care of myself in other ways, too, like exercising more. I would certainly encourage other adults to consider it!"

David Ransin, Attorney: "(Orthodontic treatment) is an absolute no brainer – jump on it! Get started NOW, you won't regret it. You'll be happy!"

AAO Gives First-hand Introduction to Beautiful Smiles at NYC Event

To celebrate the life-changing power of orthodontic treatment, the AAO is heading to New York City on the eve of Fashion Week to host its inaugural, unique, pop-up event, [***"Your Smile is Your Best Fashion Accessory™"***](#).

This free interactive event is open to the public and will be held from 4 p.m. to 8 p.m. on Wednesday, September 7, 2016 at the Shops at Columbus Circle at Time Warner Center in New York City. To register, visit mylifemysmile.org. A free mobile app is available for download through the Apple and Android stores; search for "AAO Fashion Event."

Hosted by *InStyle* magazine's fashion ambassador and style expert Tai Beauchamp, guests will have the opportunity to view an image of their computer-enhanced smile to discover first-hand how a healthy, beautiful smile might help them live up to their professional and personal potentials.

"The self-confidence that comes with a healthy, beautiful smile impacts every aspect of your life, from professional meetings and social outings to boosting your self-esteem," says DeWayne B. McCamish, DDS, MS, president of the AAO. "Many patients report that orthodontic treatment has allowed them to eliminate their lifelong habit of always hiding their teeth. Truly, the difference orthodontic treatment makes in how teeth look and function is life-changing!"

To learn more about [***"Your Smile is Your Best Fashion Accessory™"***](#), visit mylifemysmile.org.

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About the American Association of Orthodontists

Founded in 1900, the American Association of Orthodontists (AAO) is the world's oldest and largest dental specialty organization. It represents more than 18,000 orthodontist members throughout the United States, Canada and abroad. The AAO encourages and sponsors key research to enable its members to provide the highest quality of care to patients, and is committed to educating the public about the need for, and benefits of, orthodontic treatment.

Orthodontists are uniquely qualified specialists who diagnose, prevent and treat dental and facial irregularities to correctly align teeth and jaws. Orthodontists receive an additional two to three academic years of specialized education beyond dental school at an accredited orthodontic residency program. Only orthodontists qualify for AAO membership. For more information, and to find AAO-member orthodontists near you, visit mylifemysmile.org.

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