



Madhuri Dixit, the Chief Smile Officer joins hands with 10,000 dentists to launch the Oral B Smile India Movement II

- *The Oral B Smile India survey highlights that a whopping 89% respondents in Delhi, 65% respondents in Bengaluru, 25% respondents in Kolkata and 19% respondents in Mumbai feel that India as a nation smiles less than other countries. 76% of dentists agree with the statement that patients with poor oral hygiene tend to smile less*
- *Madhuri Dixit steps in as the Chief Smile Officer of the Oral B Smile India Movement to protect a billion Indian smiles, one at a time*

Delhi, 10th January 2012: Madhuri Dixit christened the **Chief Smile Officer of the Oral B Smile India Movement** joined hands with **10,000 dentists** across the country to launch the movement and set out on a mission to *Protect a Billion Indian Smiles, One at a Time* at Maulana Azad Medical College, New Delhi. The movement this year heralds the cause of protecting the Indian smile. The **Oral B Smile Survey** conducted by independent researcher AC Nielsen amongst 803 consumers and 201 dentists in Mumbai, Delhi, Kolkata & Bengaluru states **that as many as 89% respondents in Delhi, 65% in Bengaluru, 25% in Kolkata and 19% in Mumbai feel that India as nation smiles less than other countries.** To add to that, **a majority of 76% of dentists notice that patients with poor oral hygiene tend to smile less.**

Commenting on her association with Smile India Movement II the Chief Smile Officer, Madhuri Dixit said: *“I have always believed that we Indians have such warm smiles - something I missed fervently when I was in the U.S. It was disheartening to learn from the Oral B Smile survey that Indians feel they are smiling less, and the poor state of oral hygiene could be one of the reasons. I have consistently been using Oral B to protect my smile, and feel that following the 3-step oral care regimen really does work! I decided to join hands with Oral B and ten thousand dentists across the country to protect billion Indian smiles, one at a time. As I pledge my support to the movement, I urge everyone to pledge their support too and take a step towards more healthy, confident smiles.”*

Smile your way through life

A mix bag of situations came to light when people were asked as to what they feel they would've been able to achieve if they smiled more. Many interesting views on smiling come to the forefront, ranging from getting out of a tricky situation to winning the affections of your mother in law.

- While the smile quotient in Delhi & Bengaluru seems to be considerable with **93% respondents** in Delhi and **78% respondents** in Bengaluru said that they could've gotten out of a tricky situation if they had smiled more; whereas surprisingly only **45% respondents** in Mumbai, **38% respondents** in Kolkata said that they could've gotten out of a tricky situation if they had smiled more
- **54% respondents** in Delhi & **65% respondents** in Bengaluru admitted to having lost friendships in the past due to not smiling and resolving a conflict
- **54%** of the total respondents agreed that they can deal with pressure of studying / performing if they smile more as it brings a positive frame of mind
- **79% respondents** in Bengaluru, **53% respondents** in Mumbai and **44% respondents** in Delhi said that if they smiled more, they would've been able to win the affection of their mother in law

At the same time, the survey amongst dentists highlights interesting situations that majority of surveyed dentists notice amongst patients - **77% of dentists agreed with the statement that patients with good oral hygiene tend to smile more often.**

Smile towards a better workplace

People have been equally vocal regarding their connotations of smile at their work place. **76% respondents in Delhi & 50% respondents in Bengaluru of the total male respondents and 72% respondents in Delhi & 67% respondents in Bengaluru of the total female respondents agreed that they felt less confident amongst colleagues / friends due to smiling less.** At the same time, the insights from surveyed dentists suggest that poor oral hygiene tends to affect the productivity amongst their patients at work. **72% of dentists agreed to the statement that patients tends to affect productive at work owing to oral problems caused due to negligence of oral hygiene and 77% of dentists agreed to the statement that patients look to cure oral hygiene issues only after constant complaints from friends / relatives / colleagues**

Some interesting facts when consumers were quizzed relating to their workplace & colleagues:

- **41% of the total respondents said that work environment turns unfriendly when colleagues / bosses smiled less**
- **37% of the total respondents said that they feel less inclined to work with colleagues who smile less**
- **43% of the total respondents said that If they smiled more, it would help me to work better with my colleagues who also said that they:**
 - **78% of the above respondents said that they wished their colleague would visit a dentist for better oral hygiene**
 - **68% of the above respondents said that they feel their colleagues smile less because of poor oral hygiene**

Smile to Win the Affection of your Spouse?

The survey checked on views of people on oral hygiene and personal relationships. Some interesting insights relating to their spouse / partner / relationship are as follows:

- **42% of the total respondents said that a fight/conflict with partner could have been avoided if they smiled more**
- **43% of the total respondents said that they wish that their partner / spouse would smile more often**
- **51% of the total respondents feel that their spouse/partner smiles less because of poor oral hygiene, who also said that they**
 - **72% of the above respondents said that they wish that my spouse / partner would visit a dentist for better oral hygiene**

The survey highlights that most respondents feel that they are aware that good oral hygiene is inherent to a good smile - While **99% respondents in Delhi, 76% respondents in Mumbai & 85% respondents in Bengaluru of the total respondents agree that a healthy confident smile can be obtained through good oral hygiene**. Ironically, **they seem to do little towards better oral hygiene**. A resounding **87% dentists said that oral hygiene problems are common among Indians**.

The survey lists suggests that a majority of dentists feel that India has a long way to go towards obtaining good oral hygiene standards. Some of the findings from the survey amongst dentists are as follows:

- **87% of the dentists agree that patients have no dental hygiene routine prior to their first visit to a dentist**
- **90% of the dentists agree that patients associate oral care procedures with extreme pain.**
- **83% of the dentists agree that in India, people immediately visit their doctor if affected by cold, fever, body ache / stomach ache but not for tooth ache**

Speaking about the Smile India Movement II, Oral B spokesperson Varun Sharma said: *"The survey conducted with AC Nielsen clearly points at the need for better oral hygiene among Indians! Through the Oral B- Smile India Movement this year, we hope to build from Smile India Movement's success last year, and help protect a billion Indian smiles, one at a time. We are encouraged by the support we have received from 10,000 dentists across India and now Chief Smile Officer- Madhuri Dixit who, for most of us, represents the quintessential healthy, confident smile. The aim is to protect Indian smiles by urging people across India to come forward and pledge their support to this movement."*

Joining the **Chief Smile Officer – Madhuri Dixit** at the launch was **Dr. Mahesh Verma**, President, Maulana Azad Institute of Medical Sciences. As a dentist, he heralded the cause of protecting smiles by reinforcing the **3 step regimen – brushing teeth twice everyday for 2 minutes and visiting a dentist every 6 months** as part of the country's oral hygiene routine. Dr Verma highlighted the need for awareness on oral hygiene, and pledged support to the Oral B Smile India Movement along with the Chief Smile Officer – Madhuri Dixit.

To join the Chief Smile Officer – Madhuri Dixit in the Oral B Smile India movement, register your pledge to your oral health on 09021590215*

**Interactive Voice Response System with pre recorded voice of Madhuri Dixit. Standard Call Rates apply as per tariff plan. Terms and conditions apply*

About Oral-B:

The Oral-B brand is a worldwide leader in the over \$5 billion brushing market. Part of the Procter & Gamble Company since 2006, the Oral-B brand includes manual and power toothbrushes for children and adults, oral irrigators, oral care centers and interdental products, such as dental floss. Oral-B toothbrushes are used by more dentists than any other brand worldwide.

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