

Best New Year's Resolution May Be A Better Smile

(NAPS)—A recent Gallup Poll estimates that half of all Americans make annual New Year's resolutions. While many vow to lose weight or quit smoking, according to New York orthodontist Dr. Jennifer Salzer, one of the most popular resolutions is to get a better smile. "We see an increase in adult patients around the new year. They want to start the year off on a positive note, and straight, healthy teeth are a great way to improve their smile and overall self-image."

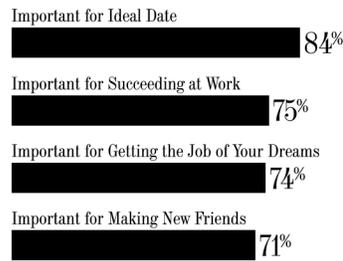
Dr. Gilda Carle, self-esteem expert, author and doctor of psychology agrees, "A smile is a powerful tool. An attractive smile can be a catalyst in the work environment whether it be to 'warm relationships' with co-workers or to draw people in during a business presentation."

It's not just the careers that get a boost from raised self-esteem. People with an attractive smile appear to get to be successful in their personal lives, too.

The Invisalign® Smile Survey (the first poll to explore the impact of smiles on self-esteem at work and at play) found that a confident smile can have long-term, positive effects. According to the survey:

- Nine out of ten Americans believe their smile affects their self-esteem.
- 75 percent of Americans

How Important Is It To Have An Attractive Smile?



Source: The Invisalign® Smile Survey

think an attractive smile is important to succeeding at work.

- 84 percent find it important to meeting the ideal date.
- More than 70 percent of Americans equate a good smile with helping make new friends.

The Invisalign® Smile Survey (2000) was conducted by Align Technology, a company that makes getting a more attractive smile easier—and virtually undetectable. Align Technology's Invisalign System™ straightens teeth using clear, plastic, nearly invisible, removable "aligners," and no unsightly metal, wires or brackets.

To learn about the Invisalign system or find an Invisalign-certified orthodontist, visit www.invisalign.com or call (800) INVISIBLE.