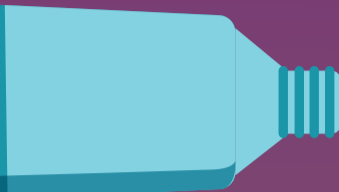


Holiday Hygiene

This year's survey suggests that more American adults will have a New Year's resolution relating to oral health compared to last year's survey results: 60% of Americans say one of their New Year's resolutions will relate to oral health; last year, less than half of Americans (48%) said one of their New Year's resolutions will relate to oral health.



76% of American adults say they will prioritize their oral health in 2022.



Of those who say that their New Year's resolution relates to oral health approximately **two-thirds (66%)** report their New Year's resolution for 2022 will be to **brush or floss their teeth more often.**

More than half describe their oral health-related New Year's resolution as **changing what they eat or drink:**



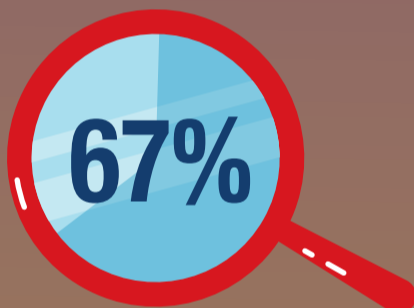
Say their New Year's resolution related to oral health for 2022 will be to **drink fewer sugary drinks, cut back on candy/sweets, or reduce coffee or tea consumption.**



Indicate one of their New Year's resolutions for 2022 will be to **improve the appearance of their teeth.**

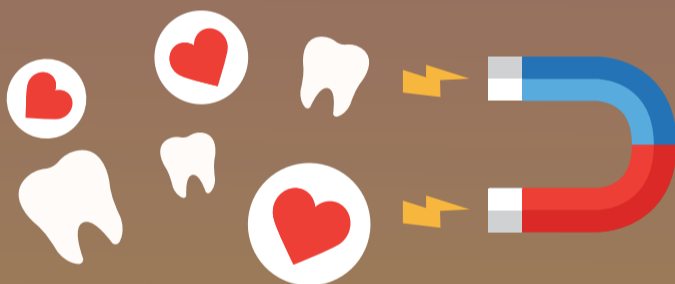


Report that one of their New Year's resolutions for 2022 will be to **quit or reduce teeth grinding.**



of Americans believe that **their natural teeth contribute significantly to their good looks.**

More than a quarter (26%) of Americans feel people would find them more attractive if they took better care of their teeth, and about **1 in 6 (16%)** feel they would have a more active dating life if they took better care of their teeth.



81% of American adults wish they had taken better care of their natural teeth.

Other benefits Americans feel would happen if they were to take better care of their teeth:



Feel their **self-esteem** would improve



Feel they would have **more money** due to needing fewer dental exams or procedures

More than 1 in 5 of Gen Z and **21%** of Baby boomers do not believe their natural teeth contributes to their good looks, whereas **73%** of Millennials and **63%** of Gen Xers do believe their **natural teeth contribute significantly to their good looks.**

