Public Attitudes to Tooth Whitening Regulation

86% of those surveyed agreed that tooth whitening should only be carried out by registered, trained and qualified dental professionals. 4% disagreed.

More than eight out of ten thought that it should be illegal for anyone to carry out tooth whitening who isn’t a registered, trained and qualified dental professional. 5% disagreed.

75% of the general public thought that the GDC should prosecute anyone practising tooth whitening illegally. 7% disagreed.

More than eight out of ten members of the public and those who have had tooth whitening in the last 12 months or plan to have it in the next 12 months, thought it should be illegal for anyone to carry out tooth whitening who isn’t a registered, trained and qualified dental professional. 64% and 67% respectively strongly agreed. Just 5% of the public and 12% of those who had tooth whitening or planned to have it disagreed.

75% of the general public of which 55% strongly agreed. 7% disagreed.

80% of those who have had tooth whitening in the last 12 months or are planning to in the future, thought that the GDC should prosecute anyone practising tooth whitening illegally. 53% strongly agreed. 14% disagreed.
How did you or would you decide where to get tooth whitening done? (All who had tooth whitening in the last 12 months and or plan to have it done in the next 12 months: 78)

- **Personal Recommendation**: 26% (20 people out of 78)
- **Advert / internet / media / other**: 42% (32)
- **Referral from a dentist / DCP**: 47% (37)

Where would you get tooth whitening done? (All who had tooth whitening in the last 12 months and or plan to have it done in the next 12 months: 78)

- **At a dental surgery**: 80% (63 people out of 78)
- **Beauty Salon, home kit or other**: 20% (17)

8 out of 10 of those who had tooth whitening in the last 12 months, or who planned to have it in the next 12 months, would choose to have it done at a dental surgery. However, one in five would choose a beauty clinic, salon or other location, or a home tooth whitening kit.

Caution needs to be exercised in drawing conclusions from the sub sample figures of those reported on who have had tooth whitening in last 12 months or are considering having it in the next 12 months, as the sample size is small.

*Percentages have been rounded to the nearest percentage point to equal 100% (those surveyed were able to choose more than one option).

TNS Research International Omnibus Survey: Representative sample of 1021 Adults in the United Kingdom. Fieldwork December 8-12 2010. Results are accurate to + or – 3%.