

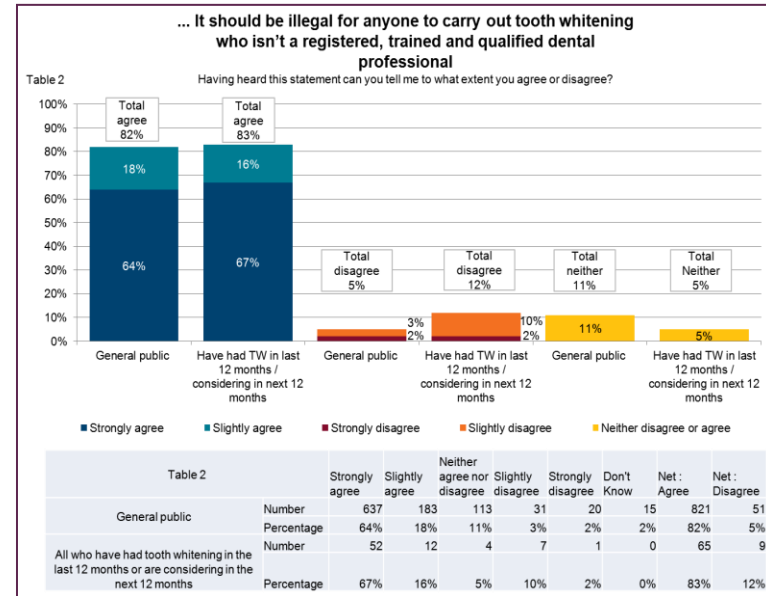
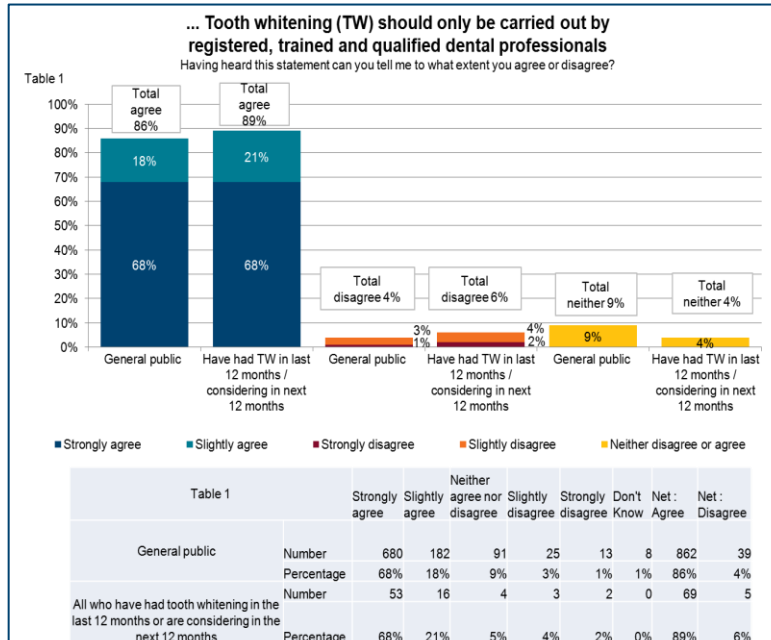
Public Attitudes to Tooth Whitening Regulation

During the last three years, The General Dental Council (GDC) has received complaints from the public and dental professionals about tooth whitening which focus on the risk to patient safety from poor quality tooth whitening being carried out by untrained or poorly trained staff. The GDC believes that tooth whitening should always be carried out by a trained, registered and qualified dental professional, working under the prescription of a dentist. An independent mystery shopping exercise, carried out in 2010, found substantial evidence of tooth whitening being carried out in beauty salons and health clinics by staff without any dental training or qualifications.

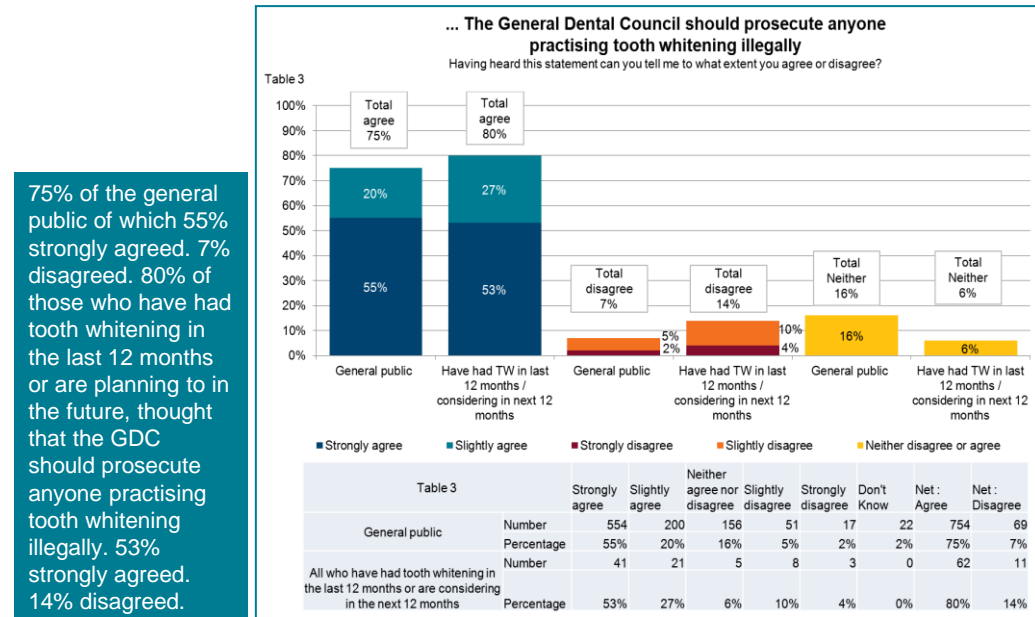
Independent Research, commissioned by the GDC, provides evidence, for the first time in the United Kingdom, about public attitudes to tooth whitening and patient safety. The research found very strong support for the GDC's policies of regulating tooth whitening to protect patient safety and prosecuting illegal practice. Key findings from a representative opinion survey of UK residents, carried out for the GDC in December 2010 are:

- 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.

86% of the public surveyed and 89% of those who have had or planned to have tooth whitening, thought that it should only be carried out by registered, trained and qualified dental professionals. Of these, 68% respectively strongly agreed. Just 4% of the public and 6% of those who had tooth whitening or planned to have it 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.

TNS Omnibus Survey: Fieldwork December 8-12 2010. Representative sample of 1021 Adults in the United Kingdom. Subsample: people who have had tooth whitening in the last 12 months or are considering in the next 12 months Sample 78. Results are accurate to + or - 3%. Caution needs to be exercised in drawing conclusions from the sub sample figures who have had tooth whitening as the sample size is small.

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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)



26%
(20 people out of 78)*

Personal Recommendation



42%
(32)*

Advert / internet / media / other



47%
(37)*

Referral from a dentist / DCP

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)

80%

(63 people out of 78)*

20%

(17)*



At a dental surgery

Beauty Salon,
home kit
or other

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%.