

NEWS RELEASE

Delta Dental of Illinois
111 Shuman Boulevard
Naperville, Illinois 60563

Contact:
Liz Jans
The Meyocks Group
515-238-4304
lizjans@meyocks.com

Illinoisans say a smile is most important physical feature

NAPERVILLE, Ill. (June 3, 2014) – A new survey from Delta Dental of Illinois finds more reasons to celebrate the smile during National Smile Month this June. According to the survey of Illinois residents, a smile is the most important physical feature that contributes to a person’s attractiveness.¹ And seven of 10 Illinoisans (70 percent) say a smile has some bearing on a person’s overall success.

Nearly one-half of Illinoisans (49 percent) cited the smile as the most important physical feature, followed by eyes (23 percent) and physique (20 percent). Men and women agreed on the order, though women said they put more emphasis on a person’s eyes.

According to Bernie Glossy, president and CEO of Delta Dental of Illinois, the company sponsored the Oral Health and Well-Being Survey to shine a spotlight on the importance of oral health and its relation to overall well-being.

“Delta Dental of Illinois is dedicated to improving oral health, so we asked Illinois residents about a wide variety of topics, both serious and light, related to their oral health,” Glossy says. “One finding is that people who go to the dentist at least once a year are actually more likely to feel better about their lives.”

Illinoisans Like Their Smiles

Seven of 10 Illinoisans (70 percent) say they like their smile, and more than a third (34 percent) wouldn’t change a thing about it. Those who would change their smile most frequently cited cosmetic improvements such as whitening or straightening of teeth.

“The fact that most people in Illinois like their smiles is a good sign, and Delta Dental of Illinois is committed to providing access to great oral health care and education so Illinoisans can continue to feel good about their smiles,” Glossy says.

About Delta Dental of Illinois

Delta Dental of Illinois (DDIL) is a not-for-profit dental service corporation that provides dental benefit programs to individuals and more than 5,000 employee groups throughout Illinois. DDIL covers 2 million individuals, employees and family members in these groups nationwide. DDIL is based in Naperville, Illinois and offers single-site administration and client services.

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¹Morpac, Inc. conducted the Delta Dental of Illinois Oral Health and Well-Being Survey on behalf of Delta Dental of Illinois with 151 consumers across the state.