

Are people choosing to *Live* MOUTH SMART?



World Oral Health Day
20 March

#LiveMouthSmart #WOHD17

We asked people around the world to share their beliefs and habits on oral health and found some surprising myths that still need busting. See who came out on top and which countries were the worst offenders.

Knowing MOUTH SMART

- 1 Canada
- 2 New Zealand
- 3 Great Britain
- 4 South Africa
- 5 Australia
- 6 Mexico
- 7 Brazil
- 8 Poland
- 9 United States of America
- 10 India
- 11 Egypt
- 12 Japan

Living MOUTH SMART

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MYTH BUSTING

56%



think it is good practice to **brush your teeth straight after every main meal**

TRUTH Wait at least 30 minutes if you are going to brush



68%

incorrectly rinse their mouth out with water after brushing, with 63% thinking this is good practice

TRUTH Don't rinse with water straight after brushing; spit out excess toothpaste to maximize the protective effects of fluoride

WORST OFFENDERS

- Brazil
- Mexico
- South Africa

36%

think that drinking fruit juice is **better for your oral health** than fizzy drinks

TRUTH Fizzy drinks and fruit juice can both be high in sugar, which can cause tooth decay



ORAL HEALTH HABITS

ONLY **28%**

identified **drinking alcohol in moderation**, as important for good oral health



56%

brush their teeth at least **twice a day for two minutes** with a fluoride toothpaste

TOP TEETH BRUSHERS

- Mexico
- Brazil
- South Africa

WORST TEETH BRUSHERS

- Japan
- Egypt
- United States

66%

know to **avoid tobacco use**



69%

recognize that eating **excessive sugar is bad** for oral health



TO VISIT THE DENTIST OR NOT

77%

know that it's good oral health practice to **visit a dentist once a year**; however, only **52%** tend to go



67%

of people recognize the need to **visit a dentist after seeing signs of bad oral health**; but only **42%** tend to seek advice

BEST FOR GOING TO DENTIST

- Brazil
- United Kingdom
- Poland

WORST OFFENDERS

- Egypt
- Japan
- New Zealand

FIGURES YouGov Plc SAMPLE SIZE 12,849 FIELDWORK 20 – 31 January 2017

COUNTRIES SURVEYED Great Britain, United States of America, Australia, New Zealand, Japan, Canada, Brazil, Mexico, Poland, South Africa, India and Egypt
The survey was carried online and the figures have been weighted