

# TOP TEETH

# 2014

# MOMENTS



## GEORGE CLOONEY WINS BEST SMILE

Clooney was awarded the No. 1 smile among celebrity men; beating out Brad Pitt, Ryan Reynolds and Mark Wahlberg's pearly whites.<sup>1</sup>

## SHARK WEEK SETS RECORD RATINGS

42 million viewers sank their teeth into Discovery Channel's 27th annual "Shark Week." Additionally, the programming had its strongest year online to-date.<sup>2</sup>



## DELTA DENTAL DONATES \$44 MILLION

Delta Dental companies and their foundations supported programs that focus on expanding access to dental care, alleviating the nation's growing dentist shortage, preventing dental disease and advancing dental science.<sup>3</sup>

## SURGEON GENERAL TURNS 50

January 11, 2014 marked the 50th anniversary of the first Surgeon General's Report on Smoking and Health. This science-based report laid the foundation for tobacco control efforts in the United States.<sup>4</sup>

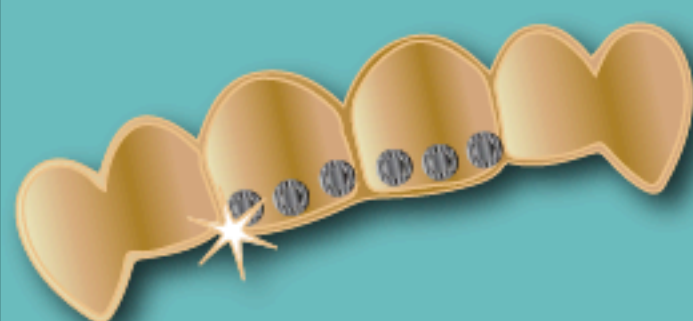


## DENTAL CARE FOR OLYMPIANS

Oral health companies teamed up to provide dental care, products and educational materials to Sochi staff and athletes for the duration of the 2014 Winter Olympics.<sup>5</sup>

## SMILE SCORES TOP FEATURE

According to a 2014 DDPA survey, a smile is the most important physical feature that contributes to a person's attractiveness. And, more than 64% say a smile has some bearing on a person's overall success.<sup>1</sup>



## GRILLS BECOME TOOTH TREND

Popularized by celebrities such as Miley Cyrus and Ryan Lochte, dental grills became a hot style this year. The jeweled, metal tooth coverings are removable and fit over the front teeth.<sup>6</sup>

## ADA CHANGES KIDS' FLUORIDE GUIDELINES

According to the new ADA guidelines, parents should now use a tiny smear of fluoride toothpaste to brush baby teeth twice daily as soon as they erupt, instead of waiting until children are older.



 **DELTA DENTAL**<sup>®</sup>

## SOURCES

<sup>1</sup><https://www.deltadental.com/DDPAOralHealthWellBeingSurveyBrochure2014.pdf>  
<sup>2</sup><https://latimes.com/entertainment/envelope/cotown/la-et-ct-shark-week-ratings-20140819-story.html>  
<sup>3</sup>[https://www.deltadental.com/Public/NewsMedia/NewsReleaseDentalHealthDonate\\$44Mil201411.jsp](https://www.deltadental.com/Public/NewsMedia/NewsReleaseDentalHealthDonate$44Mil201411.jsp)  
<sup>4</sup><http://www.surgeongeneral.gov/library/reports/50-years-of-progress/consumer-guide.pdf>

<sup>5</sup><http://finance.yahoo.com/news/oral-b-blend-med-crest-120000174.html>  
<sup>6</sup><http://stylenews.peoplestylewatch.com/2014/07/11/khloe-kardashian-grill-photos-style/>  
<sup>7</sup><http://www.jada.ada.org/content/145/2/190.full>