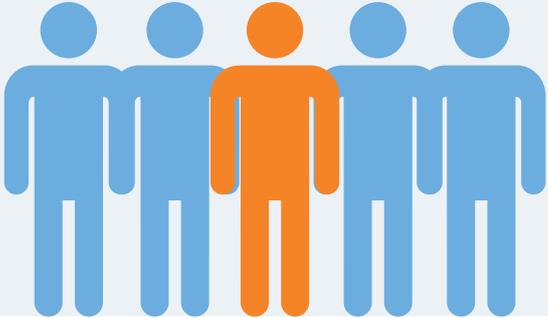


TEETH WHITENING

HABITS OF AUSTRALIAN ADULTS



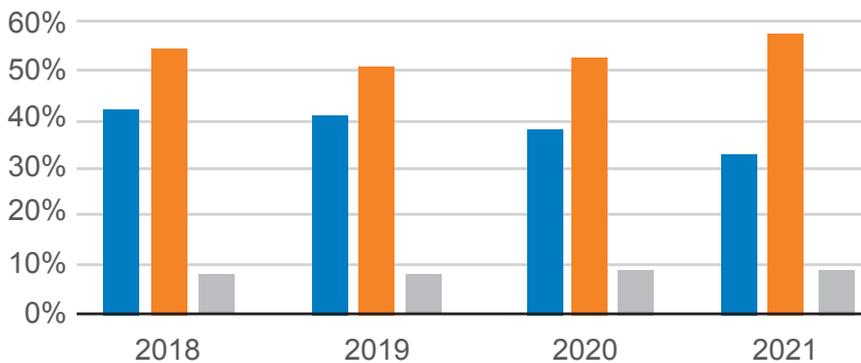
1 IN 5

ADULTS IN AUSTRALIA HAVE WHITENED THEIR TEETH¹

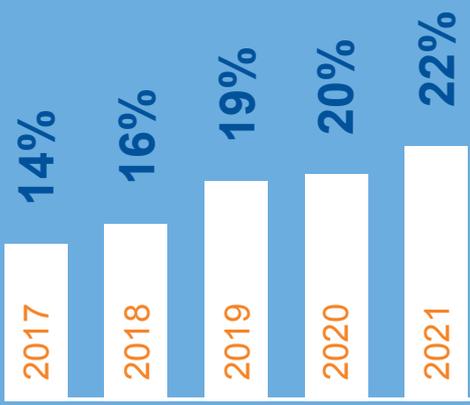
TEETH WHITENING is most common in adults aged

25 to 34¹

METHODS USED TO WHITEN TEETH¹⁻⁴

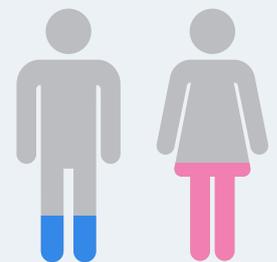


- Treatment by a dental practitioner
- DIY kit bought online or from a supermarket or pharmacy
- Treatment by someone besides a dental practitioner



The number of Aussies whitening their teeth is **INCREASING YEARLY**¹⁻⁴

TEETH WHITENING IS MORE COMMON AMONGST WOMEN¹



13%

31%

The use of DIY online products has slowly increased since 2018 while treatment from dental practitioners has slowly decreased.

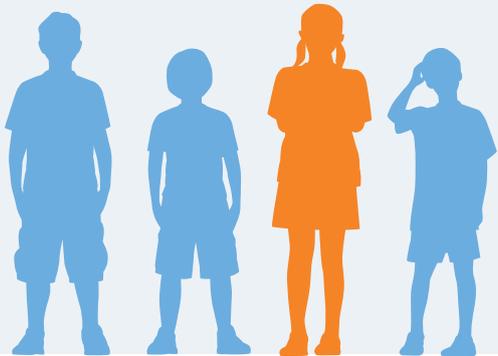
HOW CAN WE IMPROVE AWARENESS?

Teeth whitening treatment is not without risks. Consult your dentist to get the right advice.

FOR MORE INFORMATION, VISIT [TEETH.ORG.AU](https://teeth.org.au)

Data sources: 1-4. APMI. Australian Dental Association Consumer Survey, 2021-2018.

SUGARY DRINK CONSUMPTION IN AUSTRALIAN CHILDREN

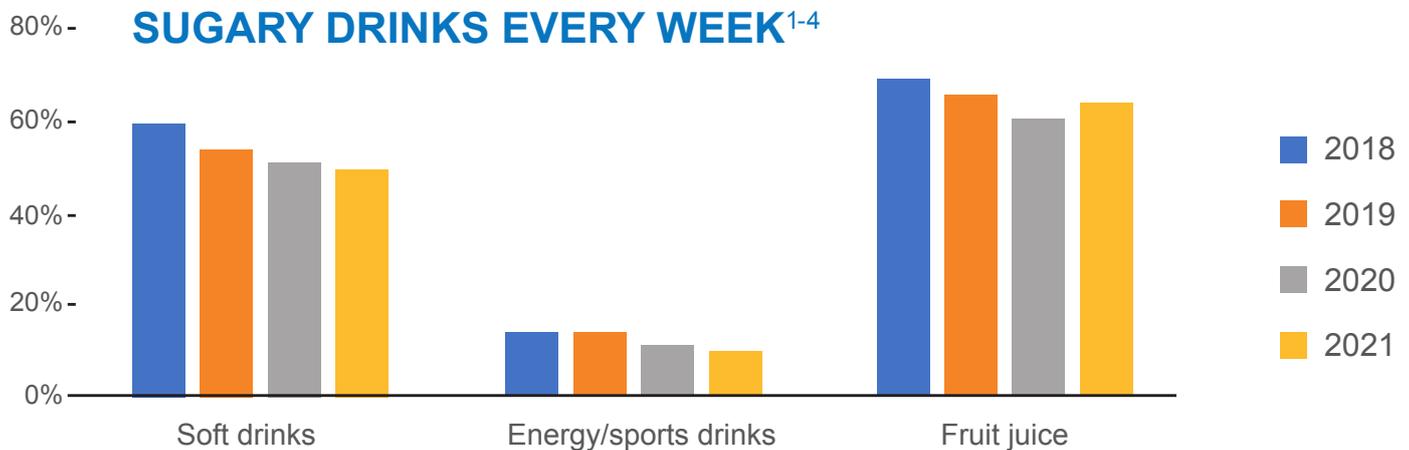


1 IN 4
CHILDREN DRINK
FRUIT JUICE EVERY DAY¹



Sugary drinks
can lead to
tooth erosion &
DECAY

DRINKING 2 OR MORE SUGARY DRINKS EVERY WEEK¹⁻⁴



AWARENESS IN PARENTS

84% of parents advised they are aware that sugary drinks can lead to tooth decay. This is an 8% increase since 2017.

There is a lower level of awareness in regional and rural areas.



Lack of awareness was greatest amongst parents located in the Northern Territory.¹

Daily sugary drink consumption is highest amongst children whose parent's highest level of education is a school certificate.²



HOW CAN WE IMPROVE AWARENESS?

- Introduce a health levy on sugary drinks (See the ADA's Australian Dental Health Plan)
- Include easy to read labelling of added sugars on sugary drinks
- Continue to improve the Health Star Rating system
- Increase families awareness and use of the Child Dental Benefits Schedule

FOR MORE INFORMATION, VISIT TEETH.ORG.AU

Data sources: 1-4. APMI. Australian Dental Association Consumer Survey, 2021-2018.

SPORTS MOUTHGUARD

USE IN CHILDREN IN AUSTRALIA

32%

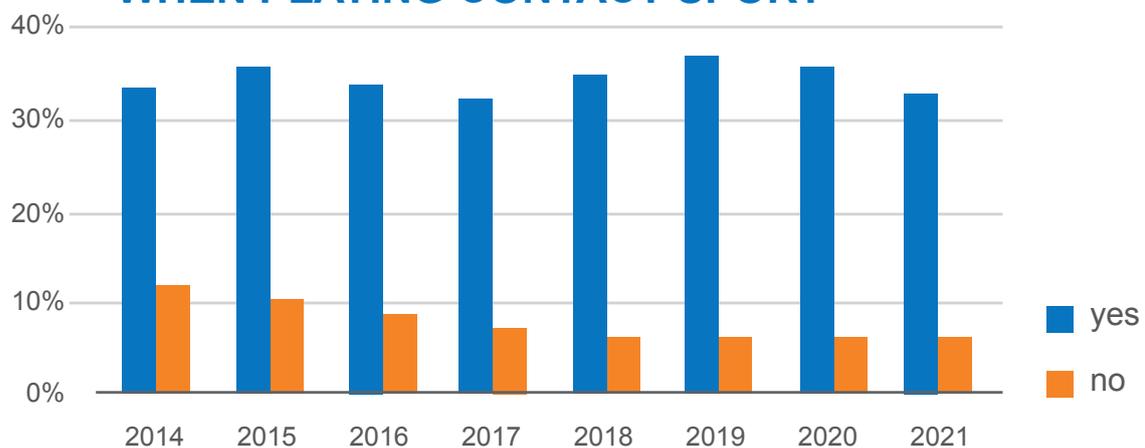
OF PARENTS REPORT THEIR CHILD SUFFERED DAMAGE TO THEIR TEETH AS A RESULT OF PLAYING SPORT OR FROM A FALL, BUMP OR OTHER INCIDENT¹

1 IN 4

CHILDREN DAMAGED THEIR TEETH PLAYING SPORT¹

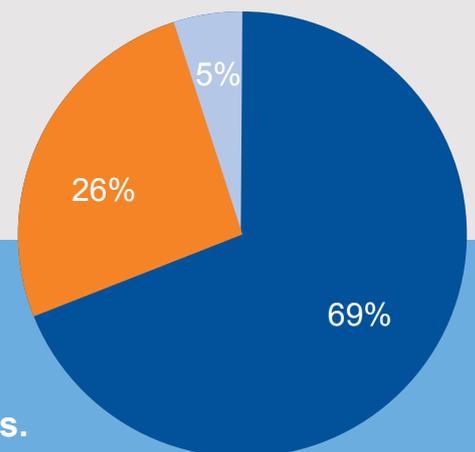


CHILDREN WHO WEAR A MOUTHGUARD WHEN PLAYING CONTACT SPORT*1-8



WHERE MOUTHGUARDS ARE PURCHASED²

- store-bought
- custom-made by dentist
- other or unsure



Dentists recommend custom-made mouthguards for adults and children. They provide the most protection, are comfortable to wear and make it easier to breathe and speak compared to store-bought sports mouthguards.

HOW CAN WE IMPROVE AWARENESS?

- Add mouthguards to the Child Dental Benefits Schedule
- Professional athletes must lead by example
- Sporting clubs are encouraged to make mouthguard wear mandatory; 'no mouthguard, no play' policy.⁹

FOR MORE INFORMATION, VISIT TEETH.ORG.AU

Data sources: 1. APMI. Australian Dental Association Consumer Survey, 2020. 2. APMI. Australian Dental Association Consumer Survey, 2021. 3-8. APMI. Australian Dental Association Consumer Survey, 2019-2014. 9. ADA x SMA. Mouthguard Policy, 2015. Find it at www.sma.org.au/sma-site-content/uploads/2015/06/ADASMA_mouthguardpolicy.pdf. *The remainder of children do not play contact sports

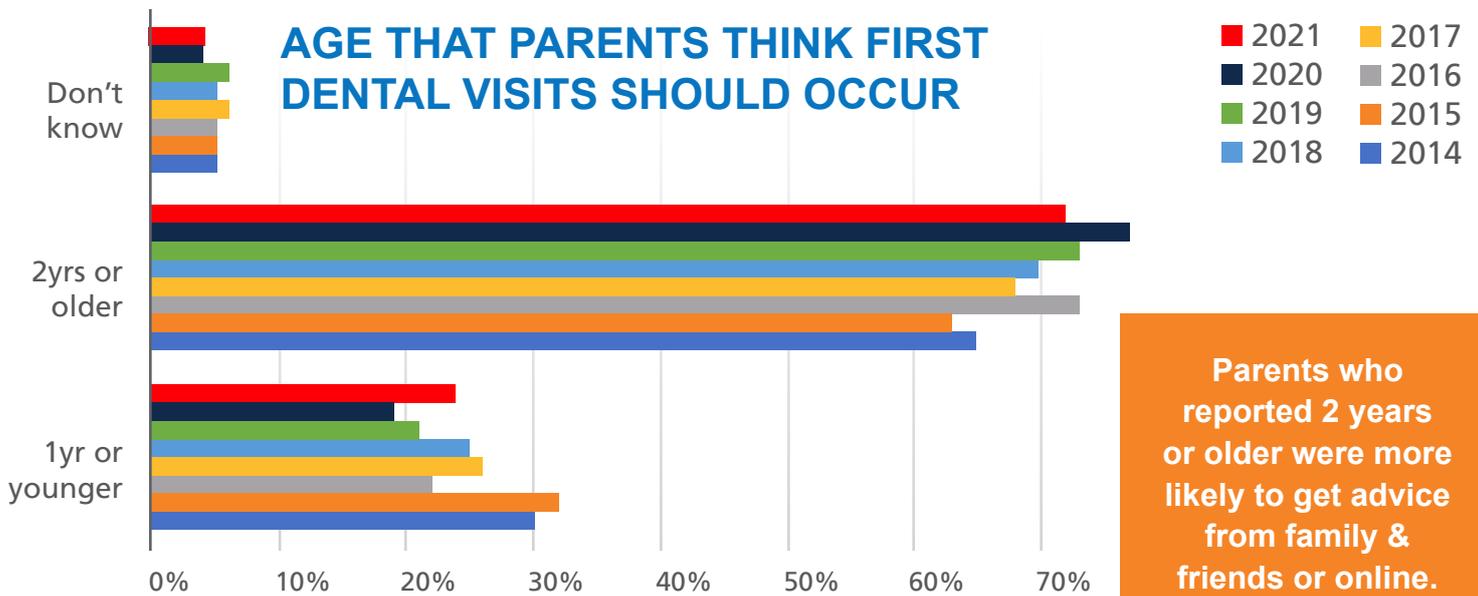
FIRST DENTAL VISITS FOR CHILDREN



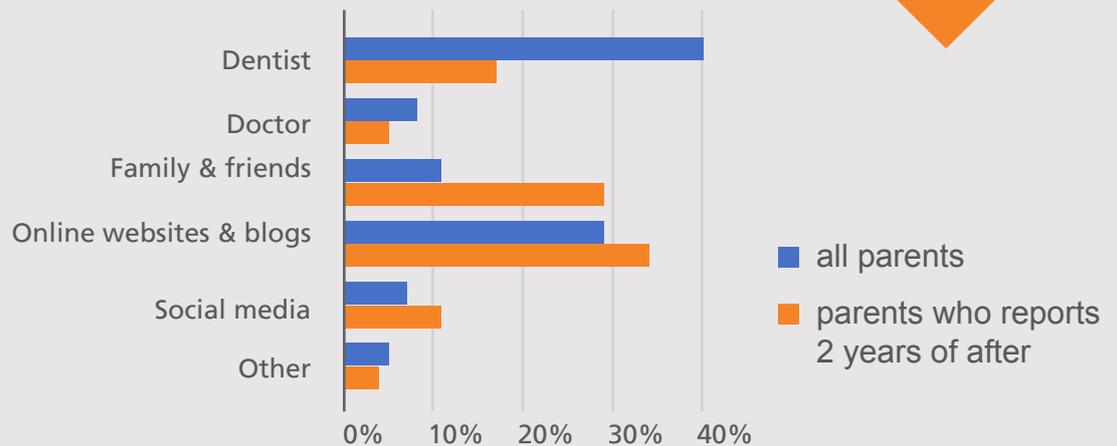
1 IN 3

CHILDREN'S FIRST DENTAL VISIT WAS FOR PAIN OR A PROBLEM¹

First dental visits are recommended when the first tooth appears or at one year of age; whichever comes first.



WHERE PARENTS GET THEIR ORAL HEALTH INFORMATION



HOW CAN WE IMPROVE AWARENESS?

- Public health campaigns must include oral health
- Increased emphasis on a dental home
- Parents and caregivers should seek oral health information from dental practitioners or reputable websites
- Increase families awareness and use of the Child Dental Benefits Schedule

FOR MORE INFORMATION, VISIT TEETH.ORG.AU

Data sources: 1-8. APMI. Australian Dental Association Consumer Survey, 2021-2014.