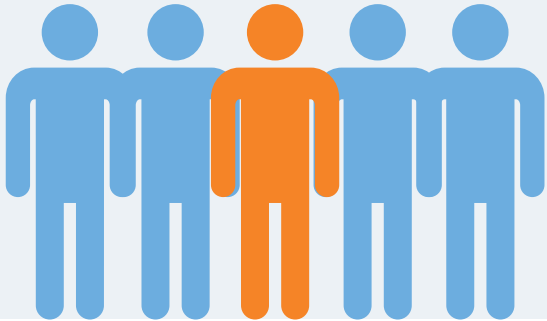


TEETH WHITENING

HABITS OF AUSTRALIAN ADULTS



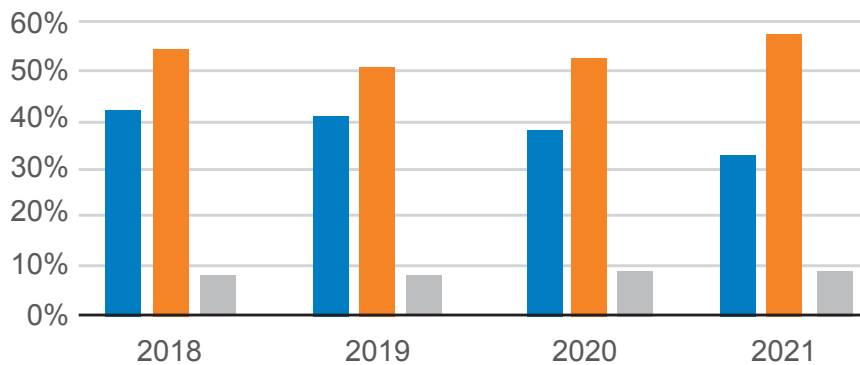
1 IN 5

ADULTS IN AUSTRALIA HAVE WHITENED THEIR TEETH¹

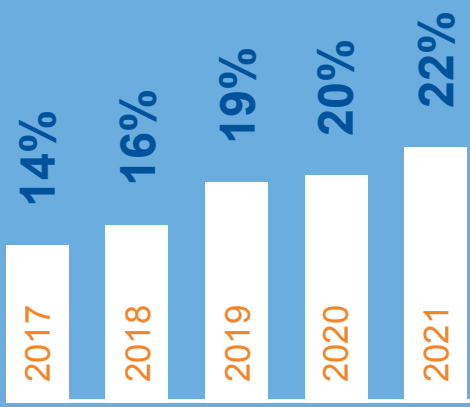
TEETH WHITENING is most common in adults aged

25 to 34¹

METHODS USED TO WHITEN TEETH¹⁻⁴

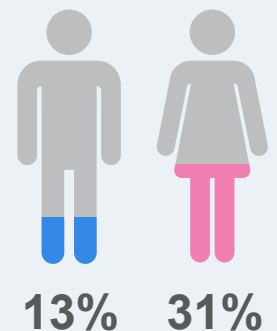


- Treatment by a dental practitioner
- DIY kit bought online or from a supermarket or pharmacy
- Treatment by someone besides a dental practitioner



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

TEETH WHITENING IS MORE COMMON AMONGST WOMEN¹



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.