



## **Cheryl beats queen-to-be Kate as nation's smile idol.**

### **March 2011**

She may not have got the job on the US X-Factor but Cheryl Cole has at least one reason to cheer this week – she's been voted as the nation's tooth idol, beating Nigella Lawson and Kate Middleton for the crown, according to a survey of more than 2,000 people by Oasis Dental Care.

David Beckham was top of the boys in fourth place but Simon Cowell was a disappointing fifth, despite the fact his gleaming gnashers have been rumoured to cost a Hollywood price.

Julian Perry, clinical director at Oasis Dental Care, said: "Cheryl' has a beautiful smile which has received some cosmetic attention but the look is very natural and has helped her win over the nation as an X-Factor judge. More than 20% of people in our survey thought their smile was more important than their clothes at job interviews so it's clear that people, like Cheryl, are flossing rather than dressing for success."

The survey also found, however, that 49% of people forget to brush their teeth before bed, a figure which was highest in the North East (56%) and Scotland (52%).

The full survey can be found at [www.oasisdentalcare.com](http://www.oasisdentalcare.com)

**Ends**