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Bad Teeth Ranked #1 Turnoff in CosmaLite's Dating Survey

NEW YORK, Jan 19, 2012 (BUSINESS WIRE) -- Think body type or hair color is the most important feature in attracting a partner? Think again! A recent survey conducted by CosmaLite™ and founder, cosmetic dentist Dr. Steven Roth, suggests that a less-than-stellar smile is perhaps the greatest hindrance to finding romance.

The "Biggest Turn-off" dating survey revealed attributes that people find most appealing and least appealing in a romantic partner. When asked what they noticed first about potential partners, 62% of respondents said a person's smile. Body type and eyes were tied at 12.5%, with fashion sense and complexion coming in at 6.3%

Respondents ranked facial attributes in order of importance as follows: teeth, number one by a landslide at 87.5%. Complexion, second at 66.7%, followed by eyes at 40%, nose at 33.3%, and hair color/style at 26.7%.

When asked what the biggest turn-off in a potential romantic partner is, bad breath topped the list at 31.3%, followed closely by yellow, crooked or missing teeth at 25%. Unattractive teeth are considered an even bigger turnoff than body odor (12.5%), lack of personality (18%), and unkempt appearance (12.5%).

The importance of a healthy, attractive smile on a scale of 1-10, was 9.33 on average. On the same scale, respondents rated their own smiles 7.5 on average.

Nearly 69% of respondents have chosen not to date someone because of bad teeth, with nearly 79% saying they have considered teeth whitening.

About Dr. Steven E. Roth, DMD and CosmaLite™

A consultant for WebMD and frequent media commentator (including appearances on Inside Edition, NY1 and others) celebrity cosmetic dentist Steven E. Roth, DMD, is on the cutting edge of modern dentistry. Specializing in cosmetic and implant dentistry, Dr. Roth has been practicing dentistry for 25 years. His practice, SmilesNY, is based in Manhattan.

A member of the American Academy of Cosmetic Dentistry, the American Equilibration Society and the American Dental Association, Dr. Roth is on staff at the Beth Israel Medical Center and the founder of CosmaLite™, a new cosmetic dental procedure which offers a temporarily enhanced smile in just 48 hours. Without the use of braces, bleaching or genetic modification, CosmaLite™ offers patients a quick, affordable and virtually pain-free way to test-drive a new smile and determine whether a more permanent solution is right for them.