

## **SURGE IN ADULT BRACES AS BRITS GET IN LINE FOR THE PERFECT SMILE**

- **Adult demand for hidden lingual braces, fitted behind teeth, triples (210%) in six months alone**
- **Top-of-the-range ‘Incognito’ are the most popular brand of lingual braces – with enquiries up 610% in six months – despite costing more than £4,000**
- **Removable braces popular amongst those on tighter budget with an increase of 158% in past year**
- **Over the past year, the number of Brits getting adult braces has risen by nearly a half (46%)**
- **Oxford sees the biggest growth in demand with an increase of 852% in past year, followed by Derby (533%) and Harrogate (507%)**

**Tuesday 12 May 2014** – More UK adults are investing in teeth correction in the search for the perfect smile, according to new research by private healthcare search engine [WhatClinic.com](http://WhatClinic.com).

In the past year alone, demand for adult braces has risen by nearly half (46%) as consumers pursue straighter teeth. Fortunately, there are now alternatives to the unsightly train tracks that plagued the school days of many a teenager, as dental brands cash in on this popular trend. Many braces now are completely invisible and cause far less discomfort.

Discreet lingual braces – hidden behind the teeth – have seen the biggest growth, having more than doubled (210%) in the past six months alone. ‘Incognito’, is the public’s favourite brand of lingual braces. They might cost an average £4,510, but that’s not stopped enquiries shooting up 610% in just six months.

American brand Invisalign is also proving popular, with enquiries up 64% in the past six months as patients opt for this widely available option. Those looking for this discreet

retainer-style alignment treatment will have to fork out an average £2,453. Prices vary depending on the severity of the problem.

Budget removable braces, which cost just £138 on average, are also in demand, having increased by 158% in the past year. Patients are instructed to keep them in at all times, except for cleaning, over a 6-12 month period.

Oxford has seen the biggest rise in demand for adult braces in the UK, up a staggering 852% in the past year, followed by Derby (533%), Harrogate (507%), Wakefield (505%) and Maidenhead (401%). Sheffield has seen the biggest surge in demand for popular brand, Invisalign, up an incredible 1254% in the past year, followed by Derby (597%), Middlesbrough (506%), Southampton (412%) and Sunderland (407%).

Celebs are also fronting this trend with a long list of stars opting for braces in later life, such as Tom Cruise, Niall Horan, Justin Bieber, Katherine Heigl and Faith Hill.

The table bellows the top 10 UK cities for growth in demand for adult braces in the past year.

Rank	UK City	Increase in past year (%)
1	Oxford	852
2	Derby	533
3	Harrogate	507
4	Wakefield	505
5	Maidenhead	401
6	Bristol	325
7	Newport	312
8	York	300
9	Milton Keynes	204
10	Exeter	175

**Caelen King, CEO of WhatClinic.com, comments:** “Increased emphasis on having perfect teeth, especially amongst celebrities, has resulted in a surge in popularity for adult braces across the UK.

“Teeth straightening has never been popular and the choice has never been as great but there are now so many options that as a consumer it can be hard to know what's right.

“Before committing to a programme, be clear on the related costs, as often X-rays and repairs are extra and these can mount up. Speak to a dental expert and don't forget to shop around, as there are cost savings to be made due to rising competition among brands.”

– ENDS –

## Notes to Editors

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## About WhatClinic.com

[WhatClinic.com](http://WhatClinic.com) is a clinic comparison site that lists over 100,000 clinics globally. In 2013 15.7 million people visited the site to find, compare and book treatments across a wide range of elective, self-pay medical treatments. WhatClinic.com's mission is to give the patient, as an empowered consumer, access to all the information they need to make an informed choice, including price, availability and reviews. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King, and is in operation in over 127 countries.