

Zoom meetings in the Covid pandemic drive rise in adults seeking teeth straightening treatment

Back-to-back video meetings for work and evenings spent doing quizzes on Zoom during the coronavirus pandemic have given Britons a complex about their teeth.



Sixty per cent of orthodontists say they have seen a larger than expected demand for tooth straightening over the past 12 months as people have become more conscious of their smile, i can reveal.

More than half of patients want to get their teeth in shape due to social factors, while 65 per cent are more aware of the available orthodontics treatments, according to figures from the British Orthodontic Society (BOS) survey.

“It is interesting to see the rise in demand for orthodontic treatment over the last 12 months. I know from patients I see at my practice that many have become increasingly more aware of their teeth through the ‘Zoom effect’,” said Anjli Patel, director of external relations at BOS.

Teeth straightening usually requires treatment through fixed braces or removable aligners.

The BOS survey showed that 84 per cent of orthodontists had seen a rise in adult patients, with the vast majority being women aged between 26 and 55.

Cosmetic dentist Dr Sam Jethwa, director of communications at the British Academy of Cosmetic Dentistry, said his colleagues had also noticed a surge in enquiries driven by “Zoom smile anxiety”.

“The increase in video calling over the last year has meant that people are much more aware of how they look when they talk.”

Dr Chaw-Su Kyi, who founded West London Orthodontists, highlighted how the widespread wearing of masks to prevent the spread of coronavirus had encouraged people to seek help for their teeth without feeling the usual embarrassment.

“There has been a significant increase in people seeking teeth straightening. Braces are really popular at the moment because masks allow people to straighten their teeth without anyone seeing,” she told the *Dental Nursing* journal.