

NEWS RELEASE

For Immediate Release

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Delta Dental to Jessica Simpson: “Don’t Lose That Gorgeous Smile!”

Celebrity needs to brush more often and be a better role model for proper oral health

OAK BROOK, IL (April 30, 2010) – Jessica Simpson is in danger of losing her million dollar smile, and any kids who may be looking to her as a role model could be in for some pain if they choose to follow her ill-conceived oral hygiene practices. Not since Jessica thought that a buffalo had wings has she gotten something so wrong.

Jessica told Ellen DeGeneres that she brushes her teeth maybe three times a week because she doesn’t like her teeth to feel slippery. She falsely assumed that flossing every day, using mouthwash and occasionally wiping her teeth with a shirt are acceptable alternatives to brushing. “While flossing and using mouthwash are certainly good oral health practices, doing these things while neglecting daily brushing is like running around in the shower and calling yourself clean. Sure, you feel pretty good afterward, but chances are you missed some crucial spots,” said Chris Pyle, director of public relations for the Delta Dental Plans Association, the nation’s largest provider of dental insurance.

And that “slippery feeling” is actually a good thing. There’s a name for that coating Jessica said she needs to give her lips traction, it’s called plaque – a naturally occurring, coating of bacteria. Cavity-causing organisms within plaque feed on sugar and turn it into acid, which attacks tooth enamel and leads to tooth decay. Flossing and mouthwash alone are not sufficient to remove all of the plaque that’s hiding on teeth.

What’s worse, her hygienic transgression is no victimless crime. Prospective love interests should know that harmful bacteria are transmissible through kissing. “Sure, at the end of the day, a person thinking about kissing Jessica will need to weigh the risks with the reward. In this case, it still might be worth the risk but, come on, Jessica, brush twice a day and the possibilities are endless,” said Pyle.

Delta Dental recommends that people brush their teeth at least twice a day with a fluoride

toothpaste, floss every day and make annual visits to the dentist. For more information about ways to protect your teeth, visit www.deltadental.com.

The not-for-profit Delta Dental Plans Association (www.deltadental.com) based in Oak Brook, Ill., is the leading national network of independent dental service corporations specializing in providing dental benefits programs to more than 54 million Americans in more than 93,000 employee groups throughout the country.

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