

Colgate Smile Study 2023: Asia-Pacific

Insights into Smile Shame across Asia-Pacific. An inaugural survey of more than 4,000 people across Singapore, Malaysia, Hong Kong, Taiwan, Philippines, Australia, Thailand and India.

94%

of people across Asia-Pacific wish they could smile more freely



Thailand, Philippines, and Taiwan jointly top the

list with **98%**

wishing they could smile without reservations

TOP 3 EMOTIONS

people feel when they smile are:

RELAXED 😊

COMFORTABLE 😊

CONFIDENT



Approximately 3 in 5 say that *Smile Shame* is relevant to them



Approximately 2 in 5 have personally experienced *Smile Shame*



Smile Shame is experienced most in Thailand with

59%

saying they have personally experienced it themselves

More than 2 in 5

amongst those who have ever been made to feel bad about their smiles, attribute it primarily to the influence of social media and/or followed by comments made by friends and family



Top reasons why people in Asia feel bad about their smiles are 'Self Doubt' and 'Comments from others (including family, friends, strangers)'



48.1%

believe that brands should play a significant role in addressing *Smile Shame*

Top ways identified for brands to make a difference include:



Creating campaigns that encourage self-acceptance and self-love



Educate the public about factors contributing to *Smile Shame* and how to combat it together

Join the movement to stop *Smile Shaming*. Visit colgate.com/yourcolgatesmile

