

**Q.** What weighs the same as 20,000 reindeer, 124,000 Christmas crackers and, if laid end-to-end, would stretch from London to Lisbon?

**A.** The amount of sugar the UK will munch through during Christmas lunch and our campaign for client, mydentist, to raise awareness of the impact sugar has on dental health.



GLR Public Relations created a festive hook to push dental decay from sugar consumption onto the media agenda at Christmas

Media relations secured national and regional coverage to drive footfall to mydentist practices.

## Our approach

## Our results

mydentist is the largest provider of NHS dental care in the UK. While sugar continues to dominate media headlines as a contributing factor to the nation's growing waistlines, it's also the main culprit behind a rise in the number of gummy smiles following extraction due to dental decay.

Thirty-one per cent of UK adults have tooth decay and 75 per cent have had at least one tooth extracted.

Even more shockingly, 160 children are admitted into hospital for extractions every day costing the NHS upwards of £35m in 2014 / 2015. Whilst we hear year-in and year-out the number of calories and fat

in the annual Christmas feast, we've never calculated the sheer volume of sugar found in our traditional turkey and trimmings.

An eye watering, 6 million kilograms of sugar is estimated to be tucked into, a figure which equated to the weight of more than 21,045 reindeer, 401,705 Christmas trees and 124,441,323 crackers.

Laid end-to-end along Father Christmas' route on Christmas Eve it would create a trail that stretches 994 miles which is approximately the distance by air from London to Lisbon.

What's more, the calculations reveal just the Christmas lunch, not the mince pies, that extra glass of fizz or that 'oh just one more chocolate,' has more sugar than the recommended daily amount for adults and children.

To make sure no one felt mydentist was playing the Grinch, we developed some top tips to keep Christmas cavity free.



## Our approach

## Our results

The results of our number crunching

