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LOUISE THOMPSON TEAMS UP WITH DENTEK TO PROMOTE SMILE CONFIDENCE



Made in Chelsea's Louise Thompson has joined forces with oral health innovator DenTek to help promote smile confidence. Louise is working with DenTek to provide consumers with advice and hints and tips on a number of smile confidence related topics including: dating, social etiquette and natural beauty.

Louise is an avid fan of the DenTek brand and discovered it a few years ago when her mum advised her to start flossing for dental and overall good health. Flossing is now an integral part of her everyday beauty routine.

According to Louise, "A smile transcends any nationality and culture and is one of the most universally understood gestures. It's the best icebreaker and the ultimate accessory – what's more it's free!"

DenTek Brand Director Rachel Scharfman says, "We're delighted to be working with Louise on promoting smile confidence. She has such a lovely, natural smile and a fantastic manner - she definitely reinforces our ethos that a smile goes a long way."

ABOUT DENTEK

DenTek is a worldwide leader in innovative oral care products including floss picks, interdental brush cleaners, dental guards for nighttime bruxism, disposable dental picks, braces care and dental repair. DenTek products are available in retail stores nationwide including Boots, Amazon EU SARL, Gould Pharmacy and other select retailers. Visit www.dentek.co.uk for more information.



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