

13th January 2010

DENTAL ATTENDANCE RATES AT EIGHT YEAR LOW

Dental check-ups go to bottom of priority list as attendance hit lowest since 2001

That's according to a new survey by Denplan out today which shows the number of Britons heading to the dentist has dropped markedly over the last year.

The proportion of people who say they attend every six months has dropped from three in five to barely two in five people in just one year (59% to 43%), statistics show. Meanwhile the numbers of people who visit the dentist regularly are down to their lowest figure since 2001 (to 69%).

Of the people who don't attend - the research shows that it's actually the cost of the dental care which is stopping people attending. More than 4 in 10 Brits say they can't afford to go (41%), ahead of the three in ten (28%) people who say fear of the dentist or fear of pain prevent them from routine dental check-ups. Another serious problem is the inability to find or access an NHS dentist (25%).

According to the survey by Denplan, women are finding it hardest to prioritise dental check-ups, with almost half saying they don't have the funds to go (48%) compared with just over a third of men (36%).

Oral health is a serious issue for everyone, young and old. Whether it's an oversensitive tooth or a filling that's fallen out, the pain endured and the time lost trying to fix the problem is never worth skipping the dentist and many of these problems can be avoided if you get regular check-ups - saving you time, discomfort and money.

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Notes to editor

About Denplan

Denplan Limited, part of the AXA Group, is the UK's leading dental payment plan specialist. There are more than 6,500 member dentists nationwide treating over 1.8 million Denplan registered patients. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been in the heart of dental care for over 22 years. Today, Denplan arranges a range of plans for adults and children, enabling patients to spread the cost of their dental care through a fixed monthly fee. Denplan supports regular attendance and preventive care, reducing the need for clinical intervention and helping patients to maintain healthy teeth and gums for life.

Patient enquiries telephone: 0800 401 402

Dentist enquiries telephone: 0800 328 3223

www.denplan.co.uk



Denplan Care: all routine and restorative care + worldwide dental injury and dental emergency cover
Denplan Essentials: routine care only + worldwide dental injury and dental emergency cover
Plans for Children: routine and other agreed care + worldwide dental injury and dental emergency cover
Denplan Emergency: worldwide dental injury and dental emergency cover only
Denplan Enhance: interest-free patient loans of £250 – £25,000 for dental treatment
Company Dental Plans: company funded, voluntary and flexible benefit schemes

Denplan also provides a range of professional services for its member dentists, including the Denplan Quality Programme, Denplan Excel accreditation programme and Denplan Training.

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About AXA

AXA is a world leader in financial protection. AXA's operations are diverse with major operations in Western Europe, North America and the Asia/Pacific area. AXA employs 110,000 staff and reported total revenues for the full year 2006 of €79 billion, underlying earnings of €4,010 million and had €1,315 billion in assets under management as of 31 December 2006. Our previous company performance is not a guide to how we may perform in the future.

AXA's ordinary shares are listed and trade under the symbol AXA on the Paris Stock Exchange. AXA American Depository Shares (ADSs) are listed on the NYSE under the ticker symbol AXA.

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