



## PRESS RELEASE

Tuesday 5 September 2017

### **A sweet tooth over social life: 1 in 10 can't go a day without sugar, but would give up Facebook for more than a YEAR**

**New research by Simplyhealth, the specialists behind Denplan dental payment plans, has revealed the shocking quitting habits of the nation, uncovering exactly what we will, and won't give up.**

The survey found that 1 in 10 people questioned claimed they could not go a single day without sugar, yet more than half of people (51%) said they would give up Facebook for a year or more.

Similarly, almost 40% said they would go more than a year without sex<sup>i</sup>.

And it seems third time's a charm when it comes to attempts; 81% of Brits have tried to quit a bad habit, with it taking on average 3-5 attempts before people succeed.

Reasons people gave for quitting their bad habits were also explored in the survey, with health (55%), financial reasons (33%) and bad habit embarrassment (20%) topping the list.

With the help of outspoken celebrities such as Gwyneth Paltrow and Miranda Kerr, the trend of sugar-free has grown rapidly within recent years. So far this year google has recorded more than 33,900 searches for the trend in the UK alone<sup>ii</sup>.

The term sugar-free has also generated 2.5 million Instagram [hashtags](#), however it seems the reality of a sugar-free diet is proving a lot harder to stick; a quarter of people said they have no interest in quitting sugar despite worrying about its effect on weight (39%), diabetes (33%) and oral health (9%).

When asked how they feel about the trend, a further 40% of respondents said they would like to decrease their sugar intake, but not quit entirely.

1 in 10 (11%) also said they believe quitting sugar is 'just another health fad popularised by social media stars'.

Commenting on the survey's finding, Head of Dental Policy at Simplyhealth, Dr Henry Clover, says:

*"Every time we have something sugary to eat or drink, bacteria in our mouths feed on this sugar and produce harmful acids, which can cause tooth decay.*



*“It then takes our saliva around an hour to neutralise these acids and return our mouths to normal. This means the more times a day you expose your teeth to sugar, the more you increase your chances of tooth decay.”*

*“This research suggests that many people find going ‘cold turkey’ on sugar particularly difficult because the sudden change in lifestyle can cause mood swings, problems concentrating or low energy levels.*

*“By gradually decreasing our sugar intake we are dramatically reducing the risk of oral health problems,”* he continues.

When it comes to quitting sugar, the difficulty of going cold turkey is only further emphasized by the nation’s response to previous attempts. According to the survey 37% say quitting made them irritable and 27% say it even made them depressed.

When it comes to sugar consumption, 36% of people worry about tooth loss, as well as gum disease (22%) and bad breath (19%).

The reluctance to quit may stem from a lack of resources; when asked what they would find most useful to help decrease sugar intake, almost two fifths of people (39%) said better knowledge of sugar alternatives would help, while 32% said more access to recipes for low-sugar meals.

The response from the study has promoted Simplyhealth, the specialists behind Denplan dental payment plans, to launch their new campaign, Sugar Swap September.

Alongside working with online influencer [Sugar Free Londoner](#), Simplyhealth is producing a range of tips and recipes available at [www.sugarswapseptember.co.uk](http://www.sugarswapseptember.co.uk) throughout September, to provide those wanting to reduce their sugar intake the helping hand they need.

*“Reducing your sugar intake, with help such as that provided by Sugar Swap September, may lead to weight loss, higher energy levels, reduced risk of type 2 diabetes and even healthier skin,”* says Dr Clover.

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<sup>i</sup> OnePoll survey of 2000 UK adults May 2017

<sup>ii</sup> Google Keyword Planner May 2016 – June 2017

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**For more information on the survey results or Denplan by Simplyhealth Professionals please contact Hannah Mephram [hmephram@thisispegasus.co.uk](mailto:hmephram@thisispegasus.co.uk) or Beth Heard [bheard@thisispegasus.co.uk](mailto:bheard@thisispegasus.co.uk) or call 01273 712 000**



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## **Notes to Editors**

### **About Simplyhealth Professionals:**

In February 2017, Denplan rebranded as Simplyhealth Professionals.

### **Dental**

Simplyhealth Professionals is the UK's leading dental payment plan specialist with more than 6,500 member dentists nationwide caring for approximately 1.7 million patients registered to a Denplan product.

Simplyhealth Professionals provides the following range of leading Denplan dental payment plans under the Denplan name:

- 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
- Denplan for Children: routine and other agreed care + worldwide dental injury and dental emergency cover
- Denplan Membership: registered with the dentist + worldwide dental injury and dental emergency cover
- Denplan Hygiene: A dental payment plan without dental insurance for all types of practice from NHS, mixed and private to support patients commit to a consistent hygiene programme.
- Denplan Emergency Insurance: worldwide dental injury and dental emergency cover only

Simplyhealth Professionals also provide a wide range of professional services for its member dentists and their practice teams, including the Denplan Quality Programme and Denplan Excel Accreditation Programme. Plus regulatory advice, business and marketing consultancy services and networking opportunities.

Dentist enquiries telephone: 0800 169 9962.

For Patient enquiries telephone: 0800 401 402

For details of all of our products, visit [www.denplan.co.uk](http://www.denplan.co.uk)

### **Vets**

Simplyhealth Professionals is the UK's leading pet health payment plan specialist with more than 1,800 member vets nationwide caring for approximately 600,000 registered pets.

Pet owner enquiries telephone: 0800 169 9958

Vet enquiries telephone: 0800 587 2581. [www.pethealthplans.co.uk](http://www.pethealthplans.co.uk)

### **For more information about Simplyhealth Professionals:**

Kate Maybank

Simplyhealth Professionals Press Office

Tel: 01962 829 130

[katema@denplan.co.uk](mailto:katema@denplan.co.uk)

[Pressoffice@denplan.co.uk](mailto:Pressoffice@denplan.co.uk)



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## About Simplyhealth

In the world of healthcare, more than anywhere, experience counts. Since 1872 – long before the existence of the NHS – Simplyhealth has been helping people to make the most of life, by managing their everyday health needs. That’s why today we ensure over 3 million people in the UK have access to the health products, services and support that they need, when they need them and at a price they can afford.

We’re the kind of people who live by our purpose: we’re here to help people make the most of life through better everyday health. We’re proud to be the leading provider of everyday health cash plans, dental payment and pet health plans. And whilst we may be 144 years old, we’re not afraid to innovate. Whereas once we were known purely for cash plans, we now offer a wide range of products and services with one thing in common: an unflinching desire to cater for peoples’ everyday health needs – now and into the future.

We exist to help people make the most of life through better everyday health. That’s our purpose. We use charitable partnerships to also deliver that purpose, going beyond our products and services, but very much aligned to our business strategy. As a result of our success, in 2016 we were able to donate £1.7m to our charitable causes, supporting 23 different charities including Revitalise, Music in Hospitals, Brainwave Centre and Auditory Verbal, touching the lives of thousands of people across the UK.

Our future success and performance will enable us to deliver our ongoing pledge to donate 10% of our profits to charity every year, supporting health-related charities that share a similar outlook to us and a dedication to helping people with everyday health challenges make the most of life.

Simplyhealth is a trading name of Simplyhealth Access, which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority.

### For further information:

[pr@simplyhealth.co.uk](mailto:pr@simplyhealth.co.uk)

<http://newsroom.simplyhealth.co.uk/>

[@SimplyhealthUK](#)

[Facebook.com/SimplyhealthUK](https://www.facebook.com/SimplyhealthUK)

[pr@simplyhealth.co.uk](mailto:pr@simplyhealth.co.uk)