

Daniel: Adding to your personal style, you think clothing may be tattoos or even piercings, but what about personalizing your teeth? Yeah, take a look. Crystals to diamonds, tooth gems are gaining popularity, so much so it inspired one Christchurch woman to open her own business. So before you bling your nashes, (laughter) I'm too old to say that kind of stuff, we're joined by Dazzle Teeths, Jennifer Williams. Jennifer, good morning.

Jennifer: Good morning, Daniel.

Daniel: How did you get into this?

Jennifer: Well, like most people, you see something cool online and it is a rising trend overseas and I thought this would be a niche market to get trained in, so when eventually New Zealand catches on, I'm all ready to go.

Daniel: Now you say it's a rising trend, why is it so popular? Well, I think people are, you know, used to wanting to express their personality through their appearance and tooth gems is just another outlet now. So how do you apply the gem to the tooth? Talk me through that process.

Jennifer: Excellent question. So within my business, I'm very passionate about safe and hygienic applications. It is similar to the process of braces, if you can imagine that, where we're using quality dental products to apply a lead-free crystal and gold piece on top of the tooth, and this creates a semi-permanent and non-invasive tooth gem.

Daniel: Now you say you're into safe and hygienic practices and it's like braces, but we need to clarify, you're not a qualified dentist, are you?

Jennifer: No, you don't need to be a qualified dentist for this sort of service. This is non-invasive and it's not causing any harm or change to the tooth.

Daniel: But many dentists would argue that applying a gem to a tooth is dentistry. In fact, I read they've gone on the warpath over tooth jewellery saying they can chip teeth, damage enamel and accumulate plaque. What do you say to dentists when you hear that?

Jennifer: I totally understand their concerns and there definitely are people out there who are not qualified or have the product knowledge on what they're doing and that is possibly a concern. That's when I just suggest if you are interested in getting a tooth gem, to have a look and find a tooth gem technician like myself, somebody who is qualified and insured to do this process and can perform and apply a safe tooth gem which can be removed and causing no harm to the teeth.

Daniel: Now Kim Kardashian's seven year old son, I'm led to believe, has a tooth gem. Is there any restriction on age?

Jennifer: No, not really. If you're under 15, I would suggest you want your parent or guardian to accompany you to the appointment and just confirm that they are happy with what's going ahead.

Daniel: So Jennifer, what's the most popular gem that people are opting for?

Jennifer: Well, the great thing about this service is it attracts a diverse range of clientele, so you've got people coming in for something dainty or people coming in for a full tooth, kind of glam moment. Our most popular service is probably two crystals where people are getting classic white crystals or choosing a shaped crystal to go with this.

Daniel: Jennifer Williams from Dazzle Teeth, thank you so much for your time.

Jennifer: Thank you.