An interview with dentist Dr Taro Okamoto about the double teeth craze in Japan

“I would like to start a revolution”

Dr Taro Okamoto (DT)日本の双っ歯プロモーター、恵まれた文学の美しさ

Trends & Applications

“Is tsuke-yaeba a permanent procedure or can it be reversed?”

We currently offer a permanent option, involving the direct build-up of composite resin or the use of laminate veneers. There is also a reversible option where the fake teeth can be worn like normal dentures through the application of an adhesive. I advise my customers to maintain proper oral hygiene to avoid the development of peridontal disease, as well as to consult with us in case of any pain or discomfort associated with tsuke-yaeba.

“Why is tsuke-yaeba of particular interest to women?”

Actually, girl idols (a kind of female celebrity in Japanese culture) with double teeth have enjoyed popularity since the 1970s. They are usually associated with being young, cute and pretty. Women decide to wear double teeth for the same reasons they have piercings, or wear fake eyelashes or coloured contact lenses. As these items have become common fashion accessories, attention naturally moved on to teeth.

“Why do you balance this with being a performer?”

I have treated customers from various countries all over the world. So far, respondents considered it cute. Actually, I read a survey in the journal Cool Japan, where Japanese fashion and values spread all over the world. So far, I have treated customers from countries like Taiwan.

“Trends from Japan are often not widely adopted overseas. Do you see tsuke-yaeba making it to Western dentistry soon?”

Actually, I read a survey in which people from different countries were asked whether a girl idol with double teeth looked cute or dreadful. Most of the respondents considered it cute. With the concept of “Cool Japan”, Japanese fashion and values spread all over the world. So far, I have treated customers from countries like Taiwan.

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