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## Our promise

Expert advice when you need it

Which? aims to help you choose the best goods and services – and avoid the worst. We're entirely independent – we take no ads, no freebies and everything we test is paid for at full price. Since

1957 we've informed, influenced and campaigned on behalf of all consumers in the UK.



### Best Buys

These are products that achieve high total test scores.

### Don't Buys

These are products that have performed extremely poorly in at least one of our key tests or that have achieved very low total test scores.



### Exceptional Value



Our coveted award is given on those rare occasions to products that are both of superb quality and outstandingly priced.

**MEMBERS' HELPLINE** Call 01992 822 800/0845 307 4000 **EMAIL** [which@which.co.uk](mailto:which@which.co.uk)

If we had followed the advice on fares given by railway staff, we would have been £1,263.60 worse off **PAGE 28**



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## Comment

### The art of the bundle

**T**he easy way to confuse customers has always been to try to blind them with numbers. Alternatively, make things look deceptively simple. Produce one figure, make it look alluring – and get the signature on the dotted line.

That's why Which? has long campaigned for greater clarity over, for example, the use of AER and APR figures for loan and credit arrangements; it's all too easy to baffle consumers with statistics and lure them in to a dodgy deal.

Telecommunications is the latest sector where customers face a bewildering range of products – and prices. Bundling together several services, such as home and mobile phones, broadband and TV, can offer better value. But our research on p24 shows that overall satisfaction with bundles isn't as high as with Best Buys for individual services, and if you're not happy you could find it more difficult to switch, as you may be tied into a long contract.

Unfortunately, there is no easy answer to this. We know that a growing number of you are concerned over many telecoms issues, such as broadband speeds and 0870 numbers. But with no two providers offering exactly the same deal, it's tricky to decide which bundle to go for.

Our research on consumer satisfaction with different companies and bundles gives you a good starting point – and should help you ask the right questions to ensure you get the best deal for you.

### The potential pain behind the smile

The quest for a Hollywood smile has created the new industry of teeth whitening – and with that development, inevitably, comes more concerns for consumers.

Our investigation on p5 has found that these treatments are often carried out at beauty salons by staff who are not dentists. There is the chance they could leave you with permanent damage to your teeth and gums. So we are pleased to see that the General Dental Council shares our worries and is investigating, too.

In the meantime our advice is to see a dentist before undergoing any procedure of this kind, to ensure that you are assessed properly and given the best advice before treatment.

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### THIS ISSUE IN NUMBERS

**7,004**

The number of car insurance quotes we analysed to find the Best Buy policies. Is not knowing which to choose driving you mad? Then proceed straight ahead to p38.

**1,152**

The number of video clips and DVD sequences our expert TV panel has viewed on the 88 sets we've tested this year – including the portable models on p68.

**1,320**

The number of times we tuned in our 19 indoor digital aerials to see how well they picked up channels and weak signals. Our report is on p72 – we hope it's well received.