**Objective**: To evaluate the attractiveness of the profile and smile between the different protocols for treating the anterior open bite. **Methods**: The sample comprised 39 patients with anterior open bite treated with or without extractions, divided into 2 groups: The Surgical group (G1) comprised 21 subjects (10 male, 11 female) with mean initial age of 21.86 years (SD=5.09), treated with fixed orthodontic appliance followed by orthognathic surgery, for a total mean period of 2.53 years (SD=0.61). The mean open bite severity was 4.12mm (SD=1.35). The Compensatory group (G2) comprised 18 subjects (9 male, 9 female), with mean initial age of 20.47 years (SD=4.19), treated only with fixed orthodontic appliance, for a total mean period of 2.56 years (SD=0.94). The mean open bite severity was 3.54mm (SD=1.01). Lateral photographs from pretreatment and posttreatment were used. These photographs were evaluated by 46 laypeople and 67 dentists, who rated the attractiveness of each profile from 0 (most unattractive profile) to 10 (most attractive profile). Intergroup comparisons were performed with independent t tests. **Results**: At the final stage, the surgical presented a more attractive profile and smile than the compensatory group. The surgical group presented a greater improvement of the profile and smile attractiveness with treatment than the compensatory group. **Conclusion**: At the final stage, the surgical presented a more attractive and a greater improvement of the profile attractiveness than the compensatory group. The laypeople and dentists judged similarly the initial profile attractiveness.