INTRODUCTION

Current epidemiological data and a recently released statistic from the Centers for Disease Control and Prevention show that 91% of Americans over the age of 20 have had dental caries. Tooth decay affects more than 25% of US children aged 2-5 and 50% of those aged 12-15.1 Dental cavities is the most common chronic disease among children and adolescents ages 6-19.2 The average age at which children first see a dentist is around 20 months, and 10% of the US population has never visited a dentist.3 The goal was to develop a toothpaste that was highly effective in preventing dental caries while being safe for use by children and adults.4

OBJECTIVES

The objective of this series of studies was to determine the in vitro stain removal effectiveness, abrasivity and fluoride uptake of an ADA-accepted dentifrice, Hello Fluoride Toothpaste. In addition, consumer panels were conducted to determine participants' reactions to Hello Fluoride Toothpaste.

METHODS

An In Home Use Test was conducted with 100 female subjects to test liking of specific product attributes and preference versus the users' current toothpaste. Traditional users had the product for one day (reference day) and then for 2 days after brushing. The participants rated their toothpaste on a scale of 1 to 10, where 10 was the highest rating.

RESULTS

The In Home Use Test resulted in 84% of respondents reporting that they were satisfied with Hello Fluoride Toothpaste. In a very large scale consumer campaign with 1280 testers, women ages 18-30, 86% of respondents preferred Hello Fluoride Toothpaste over their current toothpaste. In an alternative users preferring Hello Toothpaste. In a 2011 opposed testing cosmetic products on animals and Hello Fluoride Toothpaste was shown to have a high level of acceptance and/or preference amongst both Traditional and Alternative users aged 30-50, with 4 out of 10 Traditional users preferring Hello Fluoride Toothpaste and 2 to 1 Alternative users preferring Hello Fluoride Toothpaste. In a very large survey of 1200 women, aged 18-30, 86% of respondents felt that Hello Fluoride Toothpaste made their mouths feel fresh and clean. In addition, 90% of respondents felt that their teeth were smooth and polished after brushing. 96% of respondents felt that Hello Fluoride Toothpaste was gentle and did not irritate their gums or teeth (Figure 3).

CONCLUSION

Hello Fluoride Toothpaste with the ADA Seal (Table 3), demonstrated effective stain removal and was shown to be safe for the enamel in terms of abrasivity. The formulation contains gentle abrasives and is free from plastic microbeads or peroxides which can cause sensitivity to the gums and teeth.

Finally, through consumer testing, Hello Fluoride Toothpaste was shown to have a high level of acceptance and/or preference amongst both Traditional and Alternative users aged 30-50, with 4 out of 10 Traditional users preferring Hello Fluoride Toothpaste and 2 to 1 Alternative users preferring Hello Fluoride Toothpaste. In a very large survey of 1200 women, aged 18-30, 86% of respondents felt that Hello Fluoride Toothpaste made their mouths feel fresh and clean. In addition, 90% of respondents felt that their teeth were smooth and polished after brushing. 96% of respondents felt that Hello Fluoride Toothpaste was gentle and did not irritate their gums or teeth (Figure 3).