

...lauryl sulphate) ... paste with fluoride and ... acts by encouraging ... active oxygen to fight ... and plaque whilst ... to their natural

...my doctor serving in ... covered that many native ... ed a "chewing stick" to ... message their teeth and ... small portions of twig ... a specific shrub, ... Persica, widespread ... the Middle East, Africa ... his return to the UK, ... developed a toothpaste ... the European market and ... orn.

...n to an extract of ... Sarakan is flavoured with ... int, clove and geranium, ... tly does not contain ... Sulphate (SLS) which ... l in many oral health ... artificial foaming agent.

...Dental Health Founda- ... ited Sarakan toothpaste ... approval, showing that ... their highest standards. ... tive for the Foundation ... r comments: "For those ... n for the benefits of a ... paste, some natural ... do offer a good alter- ... that have been accred- ... consumer may be sure ... de on the label have ... ntly verified."

...h breath fresheners and ... ts such as dental floss ... tablets are designed to ... health problems by ... mouth is kept clean. ... present a small propor- ... of these products has ... n recent years. Mintel ... as manufacturers ... f their advertising ex- ... romoting mouthwash ... ary products, including ... gum, the market will ... er margin in the future.

...t for mouthwash and ... ers grew by 13% in ... between 1999 and 2004 ... ts this upward trend ... e use of a mouthrinse, ... e bedtime, is a simple ... ce bad breath and can ... to those places where ... t easily reach. Sarakan ... nch like the paste, is ... contains a natural ... dora persica, is among ... ted products.

...r oral care line, which ... thwash spray, Jason ... vitamin-like substance ... s to produce energy. In

... more than doubled in value since 1999, when it stood at £13m. Floss and dental gum are the best performers in this sector of the oral hygiene market.

Agrees Palmer: "These days, dental tape and floss are being used far more regularly."

At Ecobrand, director Robin Baker tells us: "We are relaunching our gum cleaning product this December under the new name Gum-Massage in order to position it more favourably — as an adjunct to a tooth-brush, not an alternative. The natural rubber cones of GumMassage help prevent the formation of plaque, but unlike harsh brushing, don't cut gums. Instead, it stimulates blood circulation and gum elasticity. Under its former name All Gum — it has always sold well in health shops, but now we feel pharmacies will take an interest, too."

Says Ashley Morrish, managing director of Sarakan: "Recent years have seen a growing consumer awareness of 'natural' and alternative products, both in the categories of food and healthcare products. Pharmacies are now sharing in this growth area and at Sarakan we have seen our products arousing interest amongst the trade. We look forward to further developing this area."

Brushes away

One interesting, environmentally-friendly available brush called the Soladey-2 ionic toothbrush, is distributed by Pitrok. It is solar powered and uses water as its active ingredient so it works with or without toothpaste. There are no batteries, no moving parts and the heads are replaceable. When it is exposed to any type of light it creates negatively charged ions that blend with saliva to neutralise and disintegrate plaque.

Fresh & Wild sell only manual brushes, which, says Ms Palmer: "Include American-made Nature's Plus brushes for children and German-made Lavera brushes for adults. The latter are interesting as they have a detachable head. Dentists recommend throwing out a manual brush after 12 weeks, but by merely replacing the head of this one you can keep it longer. It is also non lead and non cadmium so non toxic."

Summing up

The GNPD predicts that more oral care products will contain herbal and organic ingredients, particularly with whitening products. That success by larger manufacturers should lead to niche companies launching more fruit and exotic flavoured variants for adults worldwide, and will encourage consumer confidence in new flavour ideas.

New from Optima Health & Nutrition are three additions to the Aloe Dent range of fluoride free dental products. Each of the new herbal toothpastes has been designed with a particular use in mind. To help unwind before restful sleep, Night Time toothpaste is said to combine calming chamomile with lavender, passiflora and lemon balm. Wake Up includes ginseng, guarana, gotu kola and Co-Q10 in an energising formula that will kickstart the new day. Women's toothpaste is a blend of black cohosh, dong quai, agnus castus, red clover and sage that may assist during periods of hormonal imbalance, says Optima.

OPTIMA HEALTH & NUTRITION 01274 488511



Mainstream manufacturer GlaxoSmithKline Consumer Healthcare is aiming to give its new range of toothpastes a more natural appeal with the launch of Aquafresh Wakey Wakey Zones, Revive Zones and Refresh Zones. They are blended from a fusion of fresh mint and revitalising essences to create a new brushing experience. The range consists of three variants each with its own flavour and sensory appeal: Aquafresh Refresh Zones, mint refreshment fused with apple; Aquafresh Revive Zones, mint quench fused with watermelon; Aquafresh Wakey Wakey Zones, mint invigoration fused

with lemon. There is a premium price point of £1.99 for 75ml.

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GSK's recent move to align the Macleans brand more closely to the health and beauty market has been strengthened with the launch Detox toothpaste, Detox mouthwash and Remineralise toothpaste. The Detox toothpaste and mouth wash contain an active antibacterial formulation which will purify the mouth, helping to eliminate the bacteria that naturally build up overnight, every night. The formulation is combined with a concentrated cool peppermint to cleanse and revive the mouth. Remineralise toothpaste contains an active remineralising ingredient scientifically proven, says GSK, to intensify the replenishment of minerals which can be lost when acids, formed from sugar and drink harm the tooth enamel. Daily brushing will gradually repair the microscopic damage and make the teeth more resistant to further acid attacks. The paste is enhanced with chamomile essence and refreshing mint.

GLAXOSMITHKLINE CONSUMER HEALTHCARE 0845 762 6637



Soothagel is a new protective gel for mouth ulcers. Containing essential fatty acids — glycerol oxy-triesters — Soothagel has been clinically proven (GR Lane data on file) to reduce pain and speed up the repair of the ulcer naturally without the use of any anaesthetic. Specially formulated to speed the recovery of mouth ulcers by encouraging cell regeneration, the product is said to

also alleviate the pain of gingivitis and lesions caused by wearing dentures. The product has been developed to meet demand for an effective treatment within the oral lesions market which is currently experiencing huge growth. The current market is reported to be worth more than £20m. Rrp is £2.49 for a 5ml tube.

GR LANE 01452 507458

The Soladey-2 ionic toothbrush is solar powered and uses water as its active ingredient so it works with or without toothpaste. There are no batteries, no moving parts and the heads are replaceable. When it is exposed to any type of light it creates negatively charged ions that blend with saliva to neutralise and disintegrate plaque. Two major published trials were carried out in Japan and Canada by dental universities (Pit Rok data on file). Soladey retails at £12.49 for the toothbrush and £11.95 for a pack of four replacement heads, working out in the long term about the same as an ordinary toothbrush. It's been a hit for years in Japan and now it's taking the UK by storm, says Pit Rok. For more info access www.pitrok.co.uk.

PIT ROK 020 8563 1120

