Teeth and gum sensitivity effects over 50% of adults

By Jordan

Sensitivity is a growing oral care health concern and preventing sensitivity starts by keeping the teeth enamel strong & healthy. Sensitivity is in a lot of markets the Nr. 1 concern influencing purchase. Consumers want products that work well but are also gentle to their teeth enamel and gums.

Many people suffer from sensitive teeth and it can start at any time. It is more common in people aged between 20 and 40, although it can affect people in their early teens and when they are over 70. Women are more likely to be affected than men. If sensitivity effects so many people why are they not buying more “sensitive” oral care products?

Research tells us that most consumers, as many as 90%, find it difficult to choose products in-store. So how can we help consumers find the right products for them? It can start at the dentist. Dental professionals recommend that consumers choose toothbrushes with soft bristles as these are gentle on their teeth enamel and gums. They also prefer smaller heads as it is easier to navigate around the mouth and clean difficult areas, especially the back molars where cavities tend to start. Manufacturers can also help by making “sensitive” products more attractive and readily available with clear and easy to understand information. In 2014 there was a rise in the number of launches with enamel focus.

References
1. 2012 and Mintel Oxygen, Consumer Data Charts, Oral Hygiene, March
2. TNS Gallup, Needscope Sweden & Norway, 2014
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Target Sensitive
Hard on plaque
SOFT on gums

Target Sensitive has a small head and 0.01 micro thin bristles so it is easy to reach and clean effectively. The ultra soft bristles are gentle to gums and enamel.

In-use testing:
Target Sensitive scores very high on Soft and Gentle cleaning

91% 91%
Feel soft Feel gentle
Feel gentle to my gums & enamel

After use testing:
Target Sensitive scores high on BOTH Softness & Effectiveness

91% 91%
Feel soft Feel gentle
Feel gentle to my gums & enamel

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