

ORAL PLAQUE IS A BIOFILM THAT FORMS
BETWEEN TEETH AND ALONG THE GUMLINE





Without removal by cleaning, it leads to the

DEMINERALISATION OF TEETH

AND THE FORMATION OF CAVITIES

AS WELL AS INFLAMMATION OF THE GUMS

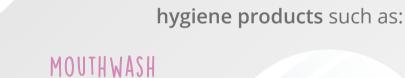
This includes routine oral

The global **oral care/ hygiene market** totals



Drivers for growth include rising awareness among consumers of dental treatments as means to

IMPROVE AESTHETICS





TOOTHBRUSHES

The **toothbrush** and **mouthwash** segment is expected to exhibit the **highest growth** due to innovative products such as

ELECTRIC TOOTHBRUSHES