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.

The global oral care/hygiene market totals $47bn.

This includes routine oral hygiene products such as:

- Mouthwash
- Toothpaste
- Dental floss
- Toothbrushes

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

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

The National Biofilms Innovation Centre (NBIC) is a research and innovation centre focused on biofilms, with a particular emphasis on dental biofilms. The NBIC aims to improve oral health through research, innovation, and education.