

MERCHANDISING/ORAL CARE

P&G: We've got it all covered

CINCINNATI — With a roster of products that covers all the bases, Procter & Gamble Co. (P&G) sees its oral care offering as a vehicle that could help chain drug retailers enhance their identities as health and wellness destinations.

"We offer complete solutions for virtually every oral care consumer by being the only manufacturer that provides products in all eight oral care segments — dentifrice, manual brushes, power brushes, whitening, floss, children, rinses and dentures," explains P&G spokeswoman Alissa Hammond.

"As chain drug stores are widely recognized by consumers as offering the widest selection for all health needs, P&G Oral Care is a natural partner, serving all consumers."

Hammond notes that the main issues and trends that impact today's oral care category typically fall within overall health and wellness or beauty.

"We have been paying specific attention to teeth sensitivity and plaque-related issues and to ensuring that our consum-

ers receive dentist-like cleaning and whitening [products] at home," she adds.

She also points out that the new Scope Outlast mint-flavor rinse, Crest Extra White Plus Scope Outlast toothpaste and Oral-B Advantage Floss Picks Plus Scope Outlast (all of which were launched last September) have teamed to "uniquely deliver lasting fresh breath for the ultimate social confidence."

The trio of products, Hammond says, is infused with advanced Outlast technology, which binds tightly with select receptors in the mouth, triggering what she characterizes as a minty fresh sensation that lasts as much as five times longer than under an ordinary oral care routine.

Inspired by Scope's confident and socially motivated consumers — who she notes have relied on the product for more than four decades — the Outlast product family also has a new logo and innovative packaging.

P&G Oral Care, adds Hammond, offers several products with new technology that improve consumers' oral hygiene.

"For example, Oral-B Pulsasonic is our slimmest sonic toothbrush yet. Its sleek design gives sonic toothbrush seekers a slimmer option and is designed to provide a quiet, gentle and thorough clean for a radiant smile," she says. "Pulsasonic's lightweight handle offers maximum maneuverability and effective control, while its slim base takes up less space on the countertop than traditional power brushes.

"Furthermore, Crest Whitestrips Advanced Seal uses a groundbreaking adhesive formulation to temporarily mold the strip to users' teeth, allowing them to easily talk and even drink water for convenient whitening anywhere, anytime. And our Oral-B ProfessionalCare SmartSeries 5000 with SmartGuide is Oral-B's most technologically advanced toothbrush."

Hammond says that the SmartSeries 5000 with SmartGuide is the first rechargeable toothbrush to combine Oral-B best cleaning and gum care with a wireless remote display, which promotes good brushing habits.



TOOTHPASTE

TOTAL DOLLAR SALES* \$1.3 bil. (+0.5%)

DRUG STORES \$357.9 mil. (+0.6%)

LEADING BRANDS**	Market share	Dollar sales (000)	Dollar sales % change
Crest Whitening Plus Scope	9.7%	\$34,631	+ 1.6%
Colgate Total	8.2%	29,163	- 6.5%
Crest Pro-Health	7.1%	25,303	+ 7.1%
Crest	6.1%	21,718	+ 2.6%
Sensodyne	5.5%	19,713	+ 4.5%
Colgate	5.3%	18,838	+ 12.0%
Colgate Total Advanced Clean	3.6%	12,767	- 21.5%
Colgate Max Fresh	3.1%	11,194	+ 1.1%
Colgate Total Advanced Whitening	2.6%	9,403	+ 22.2%
Sensodyne Pronamel	2.4%	8,425	+ 63.6%

TOTAL UNIT SALES* 458 mil. (-1.9%)

DRUG STORES 118.7 mil. (-2.8%)

LEADING BRANDS**	Avg. price per unit	Unit sales (000)	Unit sales % change
Crest Whitening Plus Scope	\$2.73	12,685	- 3.2%
Colgate Total	2.73	10,683	- 11.8%
Colgate	1.90	9,910	+ 12.0%
Crest	2.58	8,426	- 6.7%
Crest Pro-Health	3.43	7,380	+ 3.2%
Colgate Max Fresh	2.50	4,474	+ 2.8%
Colgate Total Advanced Clean	3.08	4,140	- 23.6%
Sensodyne	4.98	3,957	+ 4.4%
Colgate Total Advanced Whitening	2.55	3,686	+ 23.4%
Aquafresh Extreme Clean	2.77	2,909	- 18.7%

*Total of drug stores, supermarkets and discount stores excluding Walmart.

**In drug stores only. Private label products account for a 1.3% dollar share and a 1.8% unit share.

Source: Information Resources Inc.

For the 52 weeks ended December 27, 2009.

Ionic brush receives high marks

PLEASANTVILLE, N.Y. — Global Ionics LLC's Ionic ProClean toothbrush has received a 4-plus rating based on an analysis presented in a recent issue of *The Dental Advisor*, a publication of Dental Consultants Inc.

In a clinical assessment, the Ionic ProClean was evaluated by a team of dental professionals and 107 patients in more than 11,100 uses. The dental professionals reported that they observed less tartar build-up and gingivitis and believed the toothbrush contributed to good oral hygiene, thus earning the 4-plus rating.

"Over the last nine months, we have given about 500 patients an Ionic ProClean toothbrush at their regular cleaning and exam," says Dr. Scott Fine, a dentist with offices in Manhattan. "Since then, we've documented tangible improvements in patients' home care."

The device has helped introduce the science of ions and polarity to the traditional manual toothbrush.

According to Global Ionics, positive and negative ions exist naturally in the body's cells and

electrolyte fluid and provide the body with the "electrical" energy that it needs for normal bodily functions. Positive ions contain more protons than electrons; the opposite holds true for negative ions. The scientists behind the Ionic ProClean applied this knowledge to the act of brushing teeth.

The Ionic ProClean harnesses positive and negative ions and uses them to facilitate loosening of the polaric bonds of plaque, enabling the user to "feel a new clean," the company says.

Inside its sealed handle, the Ionic ProClean contains batteries that power an internal circuit board, which sends a flow of positive ions to an "acti-strip" on the handle and a flow of negative ions to an "ionic signal" located near the brush head. The flow of positive ions temporarily changes tooth enamel to a positive charge, thereby repelling the plaque, the company explains. Simultaneously, a flow of negative ions attracts the plaque so that it can be swept away.

Colgate 'brush-a-thon' recognizes milestone

NEW YORK — Colgate-Palmolive Co. established a milestone last fall with its announcement that it had reached the 100 million mark in providing free dental screenings, oral health education and treatment referrals to children as part of "Colgate Bright Smiles, Bright Futures," a program it operates nationwide.

The company marked the occasion with a "brush-a-thon" in Midtown Manhattan that fea-

tures over 170 children from a Bronx public school and actress and musician Miranda Cosgrove, star of the Emmy-nominated television series "iCarly."

Cosgrove helped emphasize the importance of good oral care as she led the students in the celebratory brush-a-thon.

"It is unfortunate that there are millions of people who can't get to or can't afford to go to the dentist, which is why ef-

forts like this are so important," she said. "Children are busy and distracted and don't realize how important it is to practice good dental habits or what maintaining them can mean in terms of their overall health."

"I hope getting the message out will encourage more kids to brush their teeth."

Colgate set the "100 Million Smiles" goal in the United States in 2002 to help reduce

the epidemic of oral disease in urban and rural areas where children are especially at risk.

The company's Bright Smiles, Bright Futures program, which began in 1991, uses mobile dental vans staffed with volunteer dentists to conduct free dental screenings, distribute multicultural educational materials and samples, and educate children and their families about the importance of good oral health.

ADA calls for closer look at safety of tooth-whitening agents

CHICAGO — Amid heightened apprehensions over product safety issues, the American Dental Association (ADA) has asked the Food and Drug Administration to establish appropriate classifications for tooth-whitening chemicals.

Citing concern about whitening products that are often administered without the benefit of professional consultation or examination by a dentist, the association said last fall that the application of chemically based tooth-whitening or -bleaching

agents can harm teeth, gums and other tissues in the mouth.

The ADA pointed out that such reservations have prompted a number of states to prevent the application of tooth-whitening products in nondental settings.

"The tremendous expansion of products available directly to consumers and application of products in venues such as shopping malls, cruise ships and salons is troubling, since consumers have little or no assurance regarding the safety of

product ingredients," ADA executives wrote in a letter to the regulatory agency.

"Application of whitening/bleaching materials is not risk-free and may not be appropriate for all dark or discolored teeth," they contended.