

TOOTHPASTE FACTS

Main functions of toothpaste:

Tooth decay prevention: standard (1,000 – 1,500ppm) or high fluoride content (2,500 – 5,000ppm).

Plaque control: addition of antibacterial substances.

Reduction of tooth sensitivity.

Whitening or bleaching effect.

Freshening breath.

Best toothbrushing practice:

- Brush twice a day.
- Do not rinse after brushing.
- Use a pea-sized amount of toothpaste.
- For children up to the age of six, supervise their brushing.

US\$1 spent on promoting the use of fluoride toothpaste in Nepal = savings of **US\$87–US\$356** in treatment costs.

Size of the global
toothpaste market
in 2016:

US\$14bn