



# The Best Toothpaste from a Child's Perspective

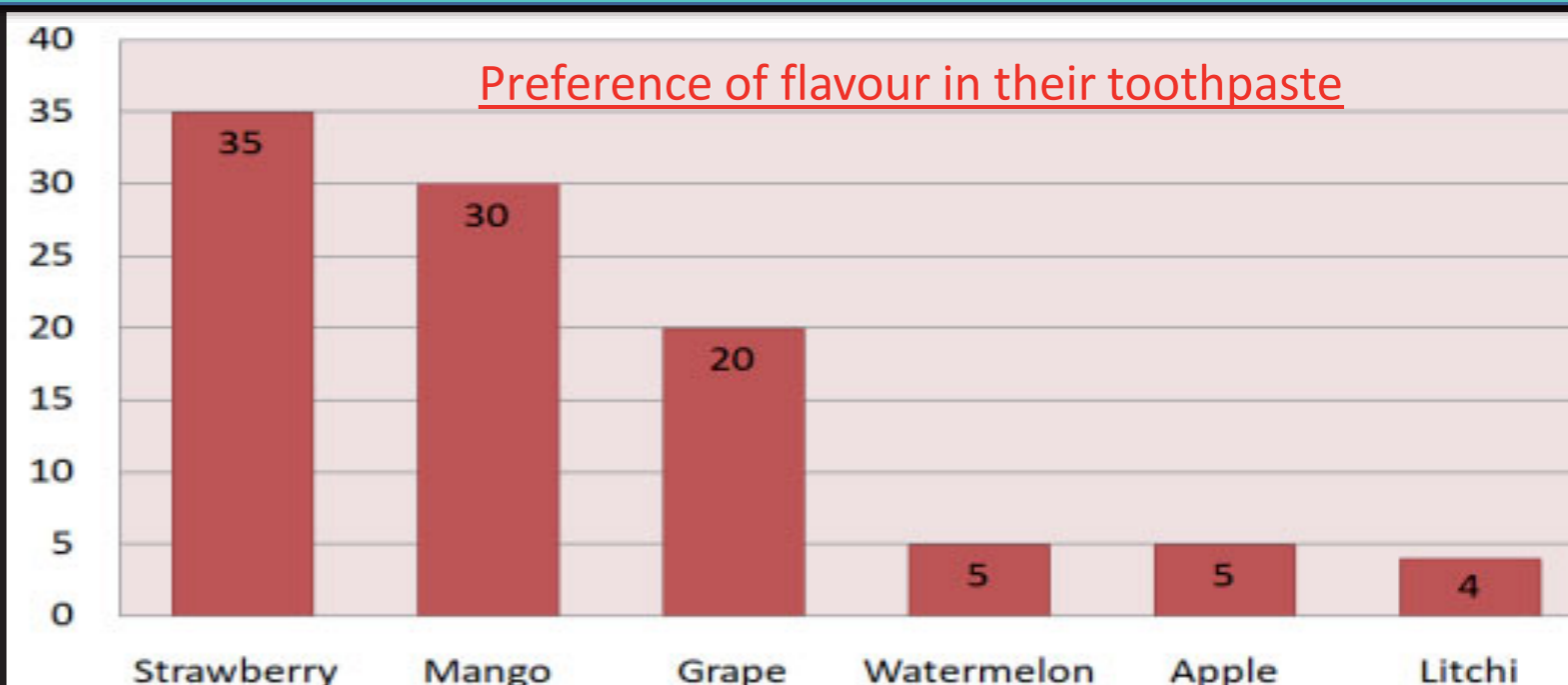
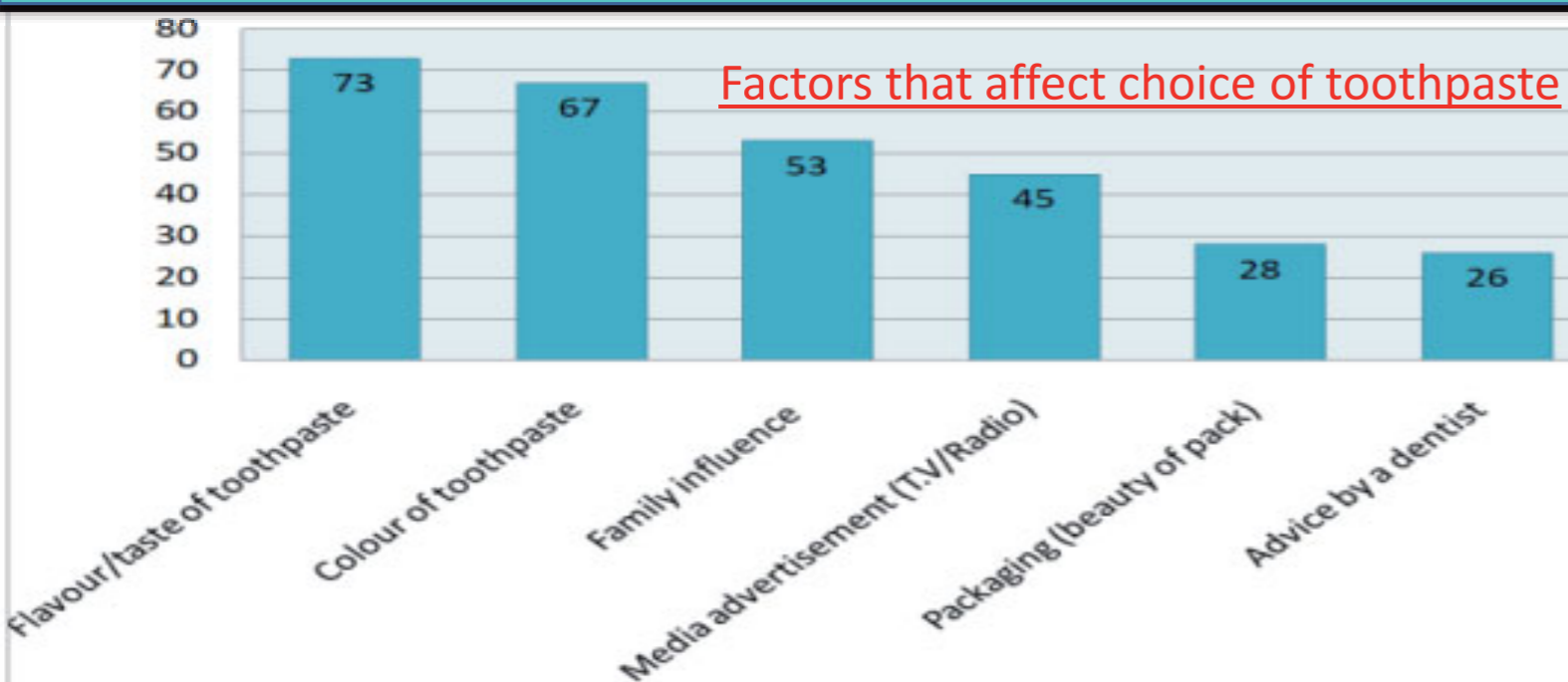


**INTRODUCTION:** Twice daily toothbrushing with fluoridated toothpaste is recommended as a cost-effective and clinically effective means of reducing caries for all dentate children. Effective tooth brushing prevents dental plaque and caries and helps in oral hygiene maintenance. The choice of toothpaste by children has been attributed to smell, taste, and colour of the toothpaste. <sup>1-4</sup>

**AIM:** To assess the factors responsible for selecting a particular toothpaste in terms of taste and smell amongst children of 6-8 years

**METHODOLOGY:** An observational study with a convenience sample of 100 children from private schools in Gurugram in the age group of 6-8 years was carried out. A validated questionnaire<sup>5</sup> was completed by the schoolchildren regarding factors such as influence of family, media, and the dentist as well as the flavour, colour and packaging of toothpaste that affect children's perspective in choosing a toothpaste. The preference of flavour in their toothpaste was also sought.

## RESULTS:



**DISCUSSION-**The manufacturers should consider developing strawberry and mango flavoured toothpastes, as there are age-related differences in taste perception, and this would encourage oral hygiene practices in children. A pleasant brushing experience in a favourite colour, celebrity recommendation in the media (Logaranjani et al, 2015<sup>6</sup>), and attractive packaging matters for kids. Thus, children's interests matter because in the developing years it will aid in the establishment of good brushing habits.

**REFERENCES -**

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