

Something To SMILE About

Are You Spending Too Much On Your Toothbrush?

(NAPSA)—A growing number of people are replacing their standard toothbrushes with expensive power models, but are their teeth cleaner, gums healthier and breath fresher as a result?

Americans spent \$793 million on toothbrushes in 2003, of which 41 percent—or \$317 million—went toward high-tech, motorized models. But a recent article entitled, “Buying Oral Care Products,” published in The Journal of the American Dental Association (JADA), says that “manual toothbrushes can be just as effective as powered toothbrushes.”

“When it comes to maintaining a healthy mouth, the most important things to remember are to brush twice daily, floss regularly, replace your toothbrush every three months and see your dentist twice a year,” says Dr. Julie Ann Barna, D.M.D., national spokesperson for the Academy of General Dentistry. “These steps can do more to reduce plaque and prevent gingivitis than purchasing a certain make or model toothbrush.”

While power toothbrushes can cost upwards of \$140, with replacement heads priced at \$10 or more, advances in the design of manual toothbrushes are giving consumers a less-expensive way to get the state-of-the-art features they crave. Recent improvements are both enhancing the sensory experience of brushing and helping consumers brush more effectively.

For example, nestled between the bristles of Aquafresh®’s new Extreme Clean manual toothbrush are six V-shaped rubber “wipers.” This unique wiper technology helps to remove surface stains and polish teeth, providing a whiter smile with regular brushing.

The toothbrush’s innovative



Today’s manual toothbrushes can be a less-expensive way to obtain a state-of-the-art cleaning.

design also efficiently cleans the teeth. As the bristles loosen food particles and surface build-up, the wipers act like tiny squeegees to gently sweep the debris away. A flexible brush head and neck also keep the bristles in constant contact with the tooth surface without the need to exert excessive pressure, which can damage tooth enamel.

The Aquafresh Extreme Clean toothbrush is available in twin packs at most mass merchandisers and grocery and drugstore chains for a suggested retail price of only \$3.49.

When purchasing a manual toothbrush, Dr. Barna suggests looking for those with the following features:

- Gentle bristles: Hard bristles can cause irreversible damage to the gums, tongue and cheek, so a medium or soft-bristled toothbrush is best.
- Compact brush head: The size and shape of the brush should allow users to easily reach all areas of the mouth, teeth and gums.
- Handle: A slightly curved rubber handle will provide a more comfortable, non-slip grip, providing added control while brushing.