

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



Drivers for growth include  
rising awareness among  
consumers of dental  
treatments as means to  
**IMPROVE AESTHETICS**

This includes routine oral  
hygiene products such as:



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

**ELECTRIC TOOTHBRUSHES**