



FDI recognizes that twice daily brushing with a fluoride toothpaste is beneficial to oral health

Facts at your Fingertips

WHAT YOU ALREADY KNOW:

The World Health Organization has identified dental caries as a major global health problem^{1,2}

It affects **60-90%** of school-aged children and the vast majority of adults in industrialised countries^{1,2}. And it is predicted to increase in developing countries due to changing living conditions and dietary habits^{1,2}

Overwhelming scientific evidence supports fluoride toothpaste, from at least 74 randomised controlled trials involving 42,000 children³

Brushing twice a day with a high quality fluoride toothpaste can reduce caries by up to 50% in children compared with brushing once^{4,5}

Reported levels of twice daily brushing vary greatly in different populations⁶ but it is obvious to clinicians that patients don't always brush as they should or as they say they do

Research has shown that some people may actually overestimate the number of times that they brush by 75%⁷

WHAT YOUR PATIENTS NEED TO KNOW:

Dental decay can cause unnecessary pain and suffering, particularly if left untreated.

Young children with long-term painful decay are disadvantaged^{1,2}:

- difficulty eating can lead to malnutrition and slowed growth
- sleep disruption can affect concentration and ability to learn at school
- poor dental appearance can lower self-esteem and confidence

Experts agree that brushing with fluoride toothpaste has been the single most important factor for reducing caries⁸

Professional recommendation is to brush teeth with high quality fluoride toothpaste at least twice daily: once in the morning and again at night, last thing before bed



REFERENCES

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