

Commercially Available Toothpaste in India

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Abstract

Majority of us spend very little time or else may be no time while choosing the right as well as the best toothpaste for our mouth because good oral health should be the prime importance. Everyone wishes to have an impressive personality, and for that attractive appearance, a beautiful smile is always required. Without proper oral care an attractive smile cannot be achieved. Toothpaste is not only a bathroom requirement; it is the most important material for maintaining good oral hygiene. All toothpaste that are available in the market commercially today is formulated and designed to clean our teeth and help in maintaining good oral hygiene, all the products do not achieve that need equally. Some of the commercial toothpaste products have the potential to damage our teeth, while others simply don't provide enough protection to our teeth as per requirement. This article highlights the toothpaste available in the Indian market so that one should be able to select the right balance of toothpaste according to his/her oral health needs.

Keywords: Toothpaste selection, Good oral health, Indian market.

Introduction

Dentifrice is the French word for toothpaste. Dentifrice is a type of paste, gel, or powder applied on a toothbrush as an addition to dirt-free and to preserve the artistic appearance and good physical condition of teeth. A dentifrice is a substance kept on the top of the bristles of a toothbrush to clean the visible surfaces of the teeth. Toothpaste composition are generally publicized on packs w/w' - that is weight for weight, or grams per 100 grams.¹

Varieties of Toothpaste: Many varieties of toothpaste are now available in the market. But knowing the effectiveness of toothpastes is important by seeing their advertising or new formulations are "clinically proven" and approved by any experienced dental health personnel.²

a. Fluoridated Toothpaste: This type of toothpaste has taken 95% of the market sales. Because of this fluoride ingredient there is a decrease in the occurrence rate of oral cavities in industrialized countries for over the last 30 years. Sodium fluoride and sodium monophosphate are the most commonly used fluoride compounds having more than 1500 ppm F available in the market but can be obtained only with a prescription. The amount of fluoride content is written in the toothpaste tube.

Fluoride toothpaste for children: Fluoride toothpaste which contains 1000-1500 ppm F might cause enamel fluorosis for all the permanent incisors of

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children below the age of 2 years as there are chances of swallowing toothpaste while brushing. Fluorosis of enamel is a form of condition varying from minor white spots to yellow/brown discoloration of the enamel because of too much intake of fluoride. Because of this fear over enamel fluorosis, a few production companies now promote low fluoride “children’s” or “pediatric” toothpastes which contains less than 600 ppm fluoride.¹

b. Plaque and Gingivitis Prevention Toothpaste:

Marketed as antiplaque and gum protection toothpaste. They contain sodium lauryl sulfate, triclosan, zinc, and stannous ions. They have antibacterial properties as well as they put a stop to the formation of plaque.

c. Anti Calculus Toothpaste: Commercially available as anti-tartar toothpaste. They contain tetrapotassium plus tetrasodium pyrophosphates, sodium hexametaphosphate, and zinc. Toothpaste that contains anti-calculus agents helps in reducing the formation of calculus and also it will not reduce the levels of pre-existing calculus.

d. Desensitizing Toothpaste: Marketed as anti-sensitivity toothpastes. They contain Potassium nitrate, potassium citrate, and Strontium chloride. Desensitizing dentifrices can work:

1. By misleading the transmission of neural signals, pain can be prevented
2. By blocking the dentinal tubules.

e. Fresh Breathe Toothpaste: They contain peppermint, spearmint, or menthol. They contain enhanced flavoring agents along with antibacterial to fight halitosis.

f. Tooth Whitening Tooth Paste (Cosmetic Toothpaste): Whitening toothpaste is promoted because of its cosmetic benefits. Enamel tends to go down its whiteness with age, therefore these whitening toothpastes continue to take rise in the commercial market. These toothpastes have abrasion value that is higher than in normal toothpaste to manually remove the tobacco, food, smoking, and other extrinsic stains from teeth. Enzymes such as protease and papain create a whitening effect. There should not be any confusion between whitening toothpastes with hydrogen (or carbamide) peroxide whitening systems which can only be approached through a dentist.³

g. Toothpaste for adults: The majority of toothpastes come together with fluoride and other agents to improve their plaque control, calculus, and gum disease by the enclosure of uncontaminated agents. Most of the toothpaste include Triclosan that are medically of use for enhancement in gum health. Some toothpaste intentionally target ‘tartar’ and make use of pyrophosphate to restrain the formation of dental plaque by building-up of tartar. There is an advanced strategy in the manufacturing of ‘all in one’ toothpaste that contains the maximum amount of agents that can cause a reduction in calculus formation, help in preventing dental caries, and can also improve gum health.

h. Smokers Toothpaste: Tar deposits are the causes of stained teeth for the people who smoke. Several toothpastes make use of stronger abrasives to remove the smoker’s stains. Vigorous and forceful brushing with coarse pastes can harm the enamel over the long run.³

i. Herbal/Natural Toothpaste: Herbal toothpastes that are made from natural herbal ingredients like seaweed extract, propolis, essential oil of ginger, and much more. For all the natural toothpaste regarding health claim is still not clinically proven. Therefore, it is required to make sure if these “natural” toothpastes have fluoride or not for the prevention of tooth decay.⁴

Complete Guide to Choosing the Right Toothpaste: A toothpaste displaying the seal on its packaging should be chosen which are approved by Dental Association. We should not gamble with our health by choosing non sealed approved products.⁵

According to the need: Toothpaste should be chosen according to the need of the teeth.

1. From mild pain to severe pain along with sensitivity in the gums and teeth.
2. Kids, adults in a sufficient amount of fluoride diet, and people with diabetes and other conditions should choose fluoride toothpaste.
3. Before choosing anti-cavity toothpaste, products should be checked.
4. Products having the properties of anti-gingivitis should also be preferred.

Look Out: Unwanted cosmetic products like whitening toothpaste should not be used without the prescription of any experienced dentist.

Picking a Toothbrush: A toothbrush is the right tool on which toothpaste can be applied to the teeth to effectively protect from cavities and gum disease. The incorrect toothbrush can scratch gums, damage enamel or might fail to remove trapped food in between the molars. Toothbrushes with soft-bristled brushes as advised by a dentist should be used. Every 3 months toothbrush needs to be replaced even if it still appears new and fresh as bacteria can grow up over time.⁶

How to Choose the Best Toothpaste?:

- Toothpaste should be selected that cleans your teeth, prevent cavities, and fights plaque.
- Dental issues like bad breath, cavities, sensitivity, yellow teeth, and tartar should be taken into concern while choosing the best toothpaste.
- Flavoured and compatible taste can too be an important aspect of a toothpaste.

With all these requirements in mind, some might get anxious while choosing toothpaste for self. So here is a list of top varieties of toothpaste that is based on several parameters which will help to decide on the best toothpaste as per the requirement.⁷

Commercial Brands of Toothpaste in India:

The commercial companies of toothpaste in India geared up since the year 1975 when companies like Colgate and Hindustan Unilever's Close-up used to be the leading players in the Indian market. Each year several new industries continue entering the toothpaste commercial Indian market. As year pass by, the dental hygiene industry replace all the locally made powders and herbs that were previously used to clean teeth.³ The 10,000-crore market of toothpaste quite exhaustive is flooded with a variety of brands of toothpaste that claims to provide cavity-free teeth and healthy gums.²

- 1. Colgate:** Colgate is a synonym for toothpaste for many of us as it had ruled the Indian toothpaste commercial market for decades. It becomes the world's No. 1 toothpaste in 1999 and becomes the world's highest-selling brand. Colgate toothpaste is ideal for kids, young and old persons in the market segments as it commits to build teeth stronger, whiter, and free from cavities. Several famous variants of Colgate are Colgate Max, Active Salt, Colgate Total, herbal, Colgate fresh, and Colgate Sensitive for sensitive teeth. Colgate shares the highest number of consumers.⁸
- 2. Close-up:** The Hindustan Unilever market the Close-up toothpaste which was the first-ever gel-based toothpaste in India. Close-up is known as a youth-oriented company but is also has kids toothpastes. It has variants like active gel, whitening gel, deep action, zinc-menthol gel etc. It rules in the second position in the toothpaste industries and is famous to deliver fresh breath along with strong teeth and dealing with dental issues like bad breath, cavities, and yellow teeth.²
- 3. Pepsodent:** Pepsodent is owned all over again by Unilever. Ingredients include many natural ingredients like zinc, micro granule formula, and inactive triclosan, that claim to give us fresh breath and germ-free teeth as well as strong gums. It has anti-bacterial properties that protect teeth from cavities and avoid the growing of yellowish coating on the teeth. Various variants of our Enamel Safe Whitening Protection, Center Fresh, Cavity Protection, and Germicheck with salt and cloves.⁹
- 4. Sensodyne:** People facing the problem of tooth sensitivity can go for using this Sensodyne paste that deals with the dental problem more efficiently and it is an economically affordable toothpaste in the Indian market. It is a trademark of Glaxo Smith Kline and is considered as the most preferred and clinically recommended toothpaste for sensitivity by many dentists in India since 1961. Because of its efficient formulation of bioglass known as Novamin, known for a reduction in sensitivity of teeth while in contact with sweet, cold, acidic, and hot foods, many people felt their sensitivity to get reduced after the first use itself. Sensodyne provides three variants for dealing with sensitive teeth for the people – fresh gel, repair and protection, and rapid relief.^{4,5}
- 5. Oral-B:** This is an international brand of India's finest dental care brand. It deals with various dental care commodities but it focus more on toothbrush designing. The toothpaste consists of a complex patented formulation of Stannous Fluoride Complex with the rationale of preventing tooth decay and cavities, building stronger teeth as well as preventing enamel erosion. Oral-B Pro-Expert toothpaste with Oral-B toothbrush and mouthwash can be a great combination together that can help in fighting all our dental worries. Other varieties of this toothpaste brand also act well such as Pro-Expert Deep Clean, Extra White as well as Gum and Enamel repair, etc.⁹

6. **Meswak:** Considered as the best natural toothpaste for sensitive teeth, Dabur is the manufacturing company having a strong grip in Ayurvedicas well as natural commodities. An important element of Meswak toothpaste is meswak (*Salvadorapersica*) or the toothbrush tree. Various other components of this toothpaste are chlorides, fluoride, silica, flavonoids, and Vitamin C which are known ingredients for providing optimal dental health. Since this is a herbal toothpaste, its taste will be different than other toothpaste and it can also provide relief from gum problems, dental cavities, sensitivity, and plaque formation.¹⁰
7. **Patanjali Dant Kanti:** Since some years recently Patanjali has transformed Indian Ayurveda to the highest level in the toothpaste industry. The Patanjali product known as Dant Kanti also comes as aloe vera toothpaste, advanced oral care, medicated oral gel, and Dant Kanti Junior. It is made using herbal ingredients that help to fight dental problems such as dental cavities, painful, swollen and bleeding gums, yellow teeth, and bad breath. The consumers of this toothpaste reviewed that the paste is having a strong, refreshing taste that reflects the dominance of herbal ingredients.¹¹
8. **Vicco Vajradanti Ayurvedic Toothpaste:** Vicco toothpaste is marketed as an “Ayurvedic medicine for gums and teeth,” The main ingredient of the toothpaste is turmeric which acts as a superb anti-inflammatory product. The remaining components of Vicco Vajradanti toothpaste can help people to consider it as the best natural toothpaste. This distinctive formula provides excellent benefits for teeth as well as gums making them plaque resistant and strong fighting the bacteria that can cause cavities, as well as bad breath Vicco toothpaste, which is helpful especially for people suffering from swollen gums as well as toothache.^{3,10}
9. **Dabur Red Toothpaste:** For millions of Indians, Dabur Red has become the favorite brand for oral health care. Dabur Red, is a combination of natural toothpaste that includes a great Ayurvedic constituents of cloves, mint, tomar and other herbal ingredients. Being a herbal paste, it fights all our dental worries away by giving us shinier and stronger teeth. Because of this rationale, Dabur Red has created its place as one of the highly demanded products in the toothpaste industry of India. Although this toothpaste formulation also comes in a powder (manjan) form, however using the red toothpaste is always suggested by the dental health professionals.¹²
10. **Himalaya herbals complete dental care:** Himalaya complete care toothpaste is known for its key ingredients like neem, pomegranate, meswak and false black pepper, Triphala, etc blend and act as specially formulated toothpaste for adult and oral care. Properties like antioxidant, anti-bacterial and anti-inflammatory helps discard toxic layers in the mouth giving fresh and clean breath as well as strong teeth and gums. People anguish from bleeding gums explicitly get many advantages from using Himalaya complete dental care toothpaste. It is now famous with Indian folks as it is a natural as well as chemical-free toothpaste and people who prefer herbal toothpaste give guarantee for its action.¹³

Conclusion

An attractive and beautiful smile can never be achieved by improper oral health care. The majority of us spend little time or else may be no time while choosing the right as well as the best toothpaste for our mouth because good oral health should be the prime importance. Toothpaste is not only a bathroom requirement; it is the most important material for maintaining good oral hygiene. The clinical team has a responsibility to keep up-to-date with the ever-increasing development and marketing of dentifrices. Dentifrice recommendations should be patient-specific. Patients having an allergy to certain or any component of a toothpaste then all such kind of toothpaste should be avoided. Patients suffering from erosion should choose low RDA dentifrice. After all smile matters and everybody wish to boast upon an impressive personality with a pleasing appearance and therefore toothpaste should be chosen wisely according to the need of dental health care.

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