

Oral Care Product Usage and Recommendations

Conducted for:



June 2007

**BRUNO and RIDGWAY Research Associates, Inc.
#7479**

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Background Information

- Title:** Oral Care Product Usage and Recommendations Study (B&R #7479)
- Client:** Chattem, Inc.
- Purpose:** This study was conducted to determine whether the following claim can be supported:
- ACT Fluoride Rinse is the fluoride rinse most recommended by dentists.
- Methodology:** A geographically representative sample of office-based dentists under age 65 years old was purchased. A two-page, self-administered questionnaire was mailed to dentists. A cover letter and a \$5.00 incentive were included with the questionnaire. Five versions of the questionnaire were used. ACT was listed in each position (1-5) 20% of the time.
- The questionnaire and cover letter are embedded at the end of this report.
- Sample:** A total of 393 usable questionnaires were returned, representing a 52% completion rate based on a sendout of 750 questionnaires.
- Timing:** Questionnaires were mailed on May 4, 2007. Returns were accepted through May 30, 2007.

Summary and Conclusion

Conclusion

These data will clearly support a claim that ACT Fluoride Dental Rinse is the fluoride rinse most often recommended by dentists.

Summary

Fluoride Dental Rinse Recommendations

About three out of four dentists (77%) say they recommend one particular brand of fluoride rinse to their patients.

ACT has a commanding edge over Colgate (51% vs. 18%) as the brand of fluoride dental rinse dentists say they recommend most often to patients.

	<u>Brand Recommended Most Often to Patients</u>	<u>Brand Recommended Next Most Often to Patients</u>
Base: Total Dentists	(393)	(393)
	%	%
ACT	51*	11
<u>Colgate (Net)</u>	<u>18</u>	<u>29*</u>
Fluorigard	12	22
Phos-Flur	7	8
Listerine Tooth Defense	8	7
Oral-B	6	6
Store brand	1	5
Other brand	4	2
No particular brand	9	22
Unspecified	9	22

* = Statistically significant margin at the 95% confidence level versus all brands.

In all, 62% of dentists report that they recommend ACT most or next most often, compared to 45% for one or the other Colgate products.

Additional Learning

Likelihood of Recommending an OTC Fluoride Dental Rinse by Age

Dentists were most likely to recommend an over-the-counter fluoride dental rinse to teens age 13-17 and adults undergoing chemotherapy. They were least likely to recommend these products to children under the age of 6.

	<u>Total</u> %
Extremely/Very Likely to Recommend <u>OTC Fluoride Rinse for:</u>	
Children, under 6	29
Children, age 6-12	55
Teens age 13-17	64
Adults age 18-24	53
Adults age 25-34	48
Adults age 35-49	46
Adults age 50-64	48
Adults age 65+	52
Adults undergoing chemotherapy	66

Opinions Regarding the "Goodness" of Various Sources of Fluoride

Dentists felt that professional treatments were the best source of fluoride. Both OTC rinses and toothpastes containing fluoride were also seen as good sources, just not as good as the professional treatments. Tap water is seen as a "moderately" good source of fluoride and bottled water as a poor source.

<u>Sources of Fluoride</u>	% Who Gave High (8-10) <u>Rating*</u>	<u>Mean</u> <u>Rating*</u>
	%	#
Professional periodic dental fluoride treatment	86	9.0
Over-the-counter fluoride rinse	66	8.1
Toothpaste containing fluoride	63	7.9
Tap water	46	6.6
Bottled water	4	2.3

* 10 = Excellent and 1 = Poor

Oral Health Problems

Over half of the dentists perceive that tooth sensitivity and dry mouth have become an increasing oral health problem. Overall, the perception is that caries are remaining fairly constant as are root canal, soft spots, plaque, tartar and bad breath.

	Rating of Change in Oral Health Problems (past several years)			"Growth" (% More – % Less)
	More of a Problem	Remain Fairly Constant	Less of a Problem	
Base: Total Dentists (n=393)				
	%	%	%	%
Tooth sensitivity	59	35	4	55
Dry mouth	52	40	5	47
Receding gums	42	54	3	39
Staining of teeth/need to whiten teeth	38	56	3	35
Dental caries among children	27	46	25	2
Gingivitis/gum disease	22	69	7	15
Bad breath	18	71	10	8
Dental caries among adults	15	65	19	(4)
Root canal	15	73	11	(4)
Soft spots on teeth	14	67	16	(2)
Plaque build-up	13	80	5	8
Tartar	10	80	7	3

Preference for Various Characteristics of Mouthwashes

When asked about their preference for various mouthwash characteristics, more than 8 out of 10 dentists prefer a mouthwash to contain fluoride, fight plaque/gingivitis and kill bad breath germs. They do not want it to contain alcohol and are indifferent to whether it contains CPC.

	<u>Preference for Various Characteristics of Mouthwashes</u>			
	<u>Prefer to Contain/Have</u>	<u>Prefer NOT to Contain/Have</u>	<u>No Preference</u>	<u>Unspecified</u>
Base: Total Dentists (n=393)	%	%	%	%
Contains fluoride	90	2	6	2
Contains alcohol	2	74	21	3
Contains CPC	17	11	64	8
Fights plaque and gingivitis	87	*	10	3
Use once a day (versus twice)	57	17	23	3
Kills bad breath germs	82	1	14	3
Comes in more than one flavor (versus one flavor only)	73	1	24	2

*Less than 0.5%.

Percentage of Tap Water in Area of Practice That Is Fluoridated

When asked about what percentage of the tap water in the area of their practice that is fluoridated, over half of the dentists said 80% or more.

Base: Total Dentists	<u>Total</u> (393)
	%
Less than 20%	14
20% - 39%	7
40% - 59%	6
60% - 79%	7
80% or more	53
Not sure	12
Unspecified	2

Publications Read

A majority of dentists regularly read the ADA News, JADA and the Dental Products Report. JADA is the publication that 4 in 10 rely on most.

Base: Total Dentists	<u>Read</u> <u>Regularly</u> (393)	<u>Rely on</u> <u>Most</u> (393)
	%	%
ADA News	77	24
JADA (Journal of the American Dental Association)	73	39
Dental Products Report	68	21
RDH (National magazine for dental hygiene professionals)	12	5
Dimensions of Dental Hygiene	12	4
Unspecified	5	24

Questionnaire:

Click link below:



Cover letter:

Click link below:



Detailed tabulations:

Click link below:

