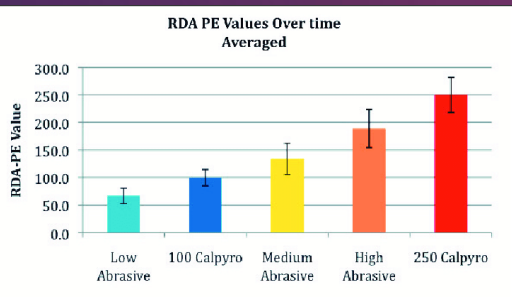


Is Your Toothpaste Healing or Hurting Your Teeth?

Toothpaste most widely used tool for maintaining oral hygiene but **wrongly** selected can be a major attributor to dental **abrasion**.

Relative Dentin Abrasivity value,
low abrasive. 0-70
medium abrasive. 70-100
high abrasive. 100-150
highly abrasive 150-250



Toothpaste Abrasion



American National Standard Institute and ADA consider toothpaste with RDA below 250 to be safe and effective for a life time use.

Toothpaste should not contain more than 40% of abrasive particle .

RDA value of commonly used toothpaste in India

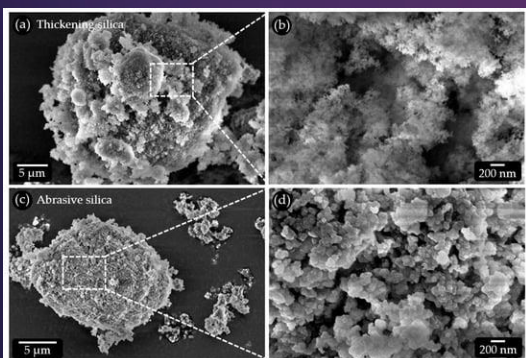
Colgate Regular	68
Colgate Total	70
Dabur Red	140
Pepsodent	150



Toothbrush traps the abrasive particle and keep them in contact with the tooth structure.
Brushing using only water is RDA value of 4

Factors contributing to toothbrush abrasion :

1. RDA abrasivity, > 250
2. Brushing duration, > 5 min
3. Bristle stiffness, hard
4. Force of brushing, > 3N
5. Horizontal brushing



Soft bristle

Diameter 0.2

Round end

Please choose the right toothpaste with the right toothbrush.

Nylon bristle
Strong & flexible
Standard material