



04/06/2025

REPORT

Tooth or Dare: We're Talking About Oral Care



AUDIENCE

Demographics

United Kingdom, Age 18 to 35

Category

Mouthwash, Toothbrush, Toothpaste; Personal Care and Beauty

Custom Screening

When did you last purchase an oral care product?

Qualified: Within the past week, Within the last month, Within the past 3 months

Unqualified: Over 3 months ago, I cannot remember

Custom Screening 2

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Qualified: Yes

Unqualified: No



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OBJECTIVE

To delve into the emotional, cultural, and habitual influences shaping oral care routines, uncovering the deeper motivations behind product choices, personal rituals, and hidden preferences, with the goal of identifying opportunities for brands to transform oral care into a more personalized and empowering experience.

BURNING QUESTION

What specific features or qualities make an oral care product feel personalized or empowering to you?



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CHAT GUIDE

1. What does your daily oral care routine look like? Is it a ritual or a rush? Do mornings and evenings differ?
2. Do you use an electric toothbrush or a manual one?
3. How often do you buy oral care products and what drives your purchase decisions?
4. What typically triggers your purchase?

Answers: Running out of my usual product, Spotting something new on the shelf, A recommendation or review, Curiosity or lack of satisfaction with my current brand

5. What is your go-to oral care brand and why do you keep coming back to it?
6. What do you look for when choosing a toothpaste, toothbrush or mouthwash?
7. How important is the flavor, scent or texture of oral care products to you?
8. Would you ever try flavours beyond mint - like vanilla, charcoal or spicy cinnamon?



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CHAT GUIDE

9. How do you feel right after using your favourite oral care product?

Answers: Clean and fresh, Just... relieved it's done, Like I've hit the reset button, Confident and put-together, No real feeling

10. What features or qualities in oral care products make you feel they are designed just for you?

11. Have you ever felt empowered or confident because of an oral care product? If yes, tell us about the moment.

12. Imagine your ideal oral care product. What would it say to you to make you feel seen and valued?

13. What packaging details make an oral care product feel more personal or premium to you?

14. Do cultural or family traditions shape your oral care routine or product choices? Were certain products or routines passed down or encouraged growing up?



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CHAT GUIDE

15. What emotions do you associate with taking care of your teeth? Please rank the following emotions from most to least relatable, based on how often or strongly you feel them during or after your oral care routine. (from most relatable to least relatable)

Choices: Confidence, Satisfaction, Habitual numbness, Guilt (when I forget!), Annoyance

16. Have you ever been influenced by a celebrity, influencer or ad when choosing oral care products?



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AI SUMMARY

Oral care products feel most personalized and empowering to consumers when they directly address specific dental concerns and deliver tangible, positive results. Products that offer solutions for issues like gum disease, teeth whitening, cavity prevention, or sensitivity make individuals feel understood and catered to.

The empowerment often stems from the resulting boost in confidence, driven by noticeably fresher breath, a visibly whiter smile, and the physical sensation of clean, smooth teeth. This enhanced confidence positively impacts daily interactions, making users feel more "put-together" and ready to face their day.

Furthermore, a pleasant sensory experience, such as a preferred minty flavor that signifies freshness without being overpowering, and clear packaging that highlights specific benefits, scientific backing, or dentist recommendations, contribute significantly to a product feeling tailored and trustworthy, reinforcing the sense that the brand cares about their individual oral health journey.





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KEY INSIGHTS

Freshness Fuels Confidence: The Mint-Powered Empowerment Ritual

- A dominant theme is the direct link between the sensation of 'freshness,' primarily delivered by mint flavors, and subsequent feelings of confidence and empowerment. Users explicitly state that mint makes them feel 'clean and fresh,' which is crucial for their self-assurance.
- This fresh feeling transforms the oral care routine into a daily ritual that helps users feel 'put-together', socially confident, and ready to 'tackle the day', indicating that the sensory experience is key to the emotional payoff.

Quotes:

"Because I feel clean. It makes me confident that my breath is fresh "

Age 29, Female

"When I leave the house and I feel awake and fresh. I feel like I can take on the day "

Age 29, Female

"It feels like I can finally start my day when I've finished my routine. I feel clean and fresh and I think feeling clean boosts anybody's confidence."

Age 19, Female

"It gives me the confidence to get close to people to speak to them and not shy away if I hadn't cleaned my teeth "

Age 34, Male





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KEY INSIGHTS

Targeted Solutions Define Personalization: 'This Understands My Needs'

- Personalization is primarily experienced when products clearly address specific, self-identified oral health concerns such as teeth whitening, gum health, sensitivity, or plaque removal.
- Consumers feel a product is 'designed for them' or 'tailored' when its benefits directly solve their individual issues. Clear on-pack communication of these targeted benefits (e.g., 'whitening boost,' 'for sensitive teeth,' 'healthy gums') makes consumers feel seen and valued.

Quotes:

"Colgate advanced white makes my teeth whiter which I believe is tailored for me because I need to whiten my teeth "
Age 28, Female

"Yes I feel valued because they actually Taylor for myself and my age group because my age group normally get a lot of cavities due to eating high amount of sugar they Taylor for me and my age group with stuff like fighting cavities and things like that etc"
Age 28, Female

"I feel like the features in my oral care are perfect for me because I like removing plaque and feeling fresh which my brand specialises in "
Age 34, Male

"I have sensitive teeth and so want a product that can aid in dulling that feeling"
Age 19, Male





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KEY INSIGHTS

The Mint Anchor: Cautious Exploration of New Flavors Hinges on 'Clean' Perception

- Mint is overwhelmingly preferred due to its strong and ingrained association with 'freshness,' 'cleanliness,' and efficacy in oral care. This forms a baseline expectation.
- While some users express openness to novel flavors (e.g., charcoal for whitening; spicy cinnamon), adoption is contingent on these new flavors still delivering a convincing perception of 'clean' and/or offering a compelling, unique benefit without feeling incongruous with oral hygiene (e.g., avoiding 'food-like' tastes).

Quotes:

"For toothpaste it always has to be a minty flavour because it feels and smells very fresh and that's what I like "
Age 34, Male

"I might try charcoal however I absolutely would not try vanilla or cinnamon as they are food flavours and I don't associate the taste of food with a fresh clean mouth so it's be difficult for me to feel comfortable starting my day with my breath smelling spicy or something like that. I have heard charcoal is good for teeth whitening so that is why I would try that one "
Age 19, Female

""Oh, but I only ever use mint as I associate mint with freshness.""
Age 31, Male

"My mind would not associate sweet flavours with cleanliness which may make my mouth feel dirty or trick me into thinking I have not brushed my teeth "
Age 21, Male





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KEY INSIGHTS

Empowerment Through Proof: Visible Results and Expert Endorsements Build Trust

- Feeling empowered by oral care products is significantly driven by achieving noticeable, tangible results such as visibly whiter teeth, reduced sensitivity, or fresh breath that inspires confidence in social interactions.
- This sense of empowerment is amplified by trust signals like 'dentist recommendations' or 'scientifically proven' claims. These endorsements validate their product choice, reinforce perceived efficacy, and make users feel they've made an intelligent, powerful decision for their oral well-being.

Quotes:

"These compliments from my friends made me feel on top of the world because it's my actual friends saying it and I've felt empowered with my partner who I'm with now I when I met her I had great confidence and this was down to my oral health "

Age 28, Female

"I really like Colgate and I use it all the time because not only does my dentist recommended it but it keeps my teeth nice and white "

Age 21, Male

"It makes me feel like the brand is effective because it has removed all of the plaque as promised on the packaging and the freshness gives me confidence "

Age 21, Male

"I like them to be scientifically proven "

Age 31, Male





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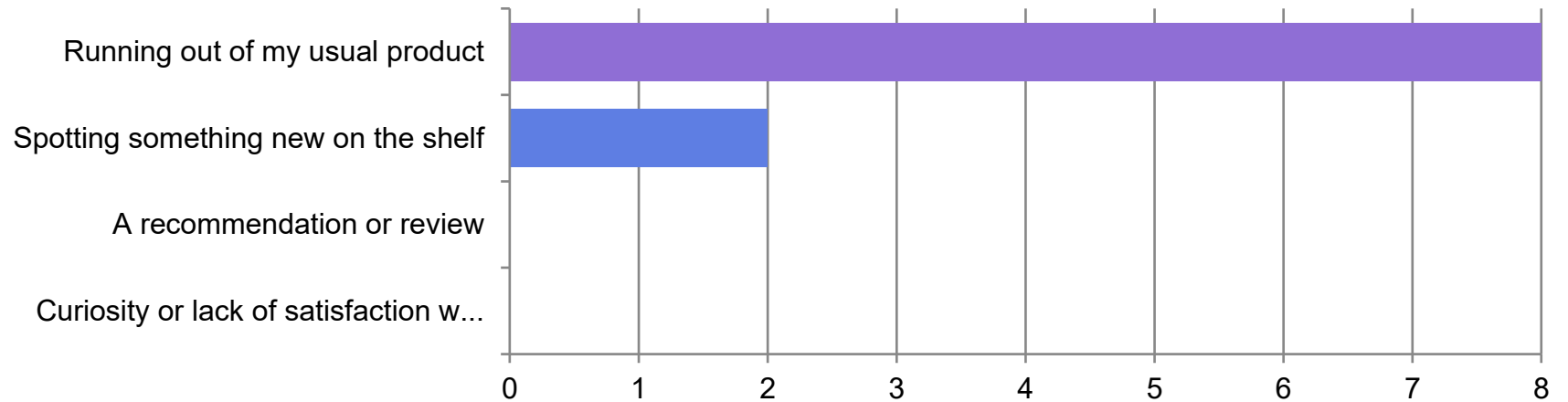
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METRICS

What typically triggers your purchase?





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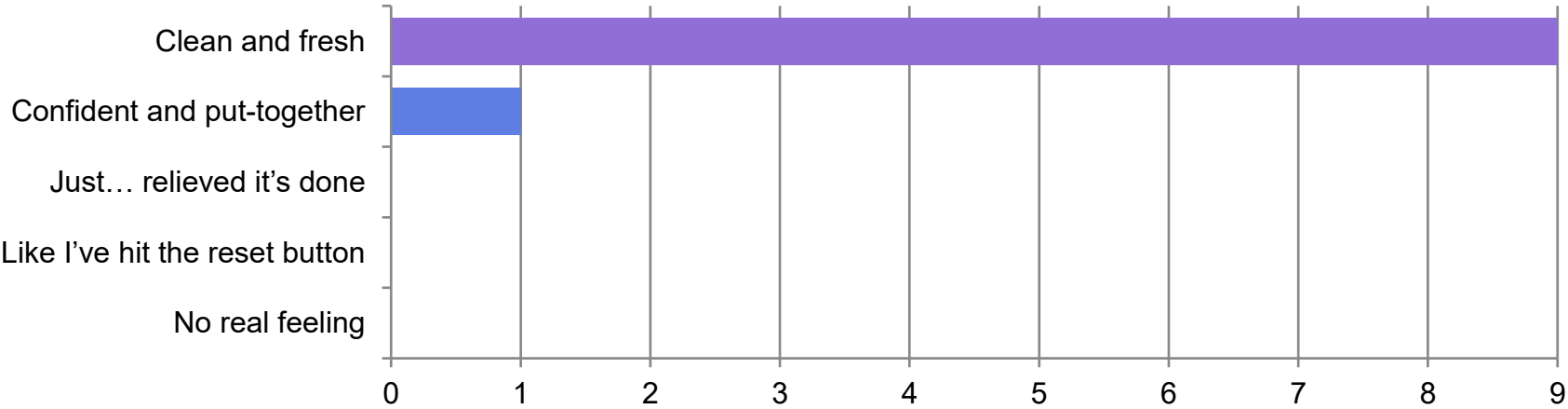
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METRICS

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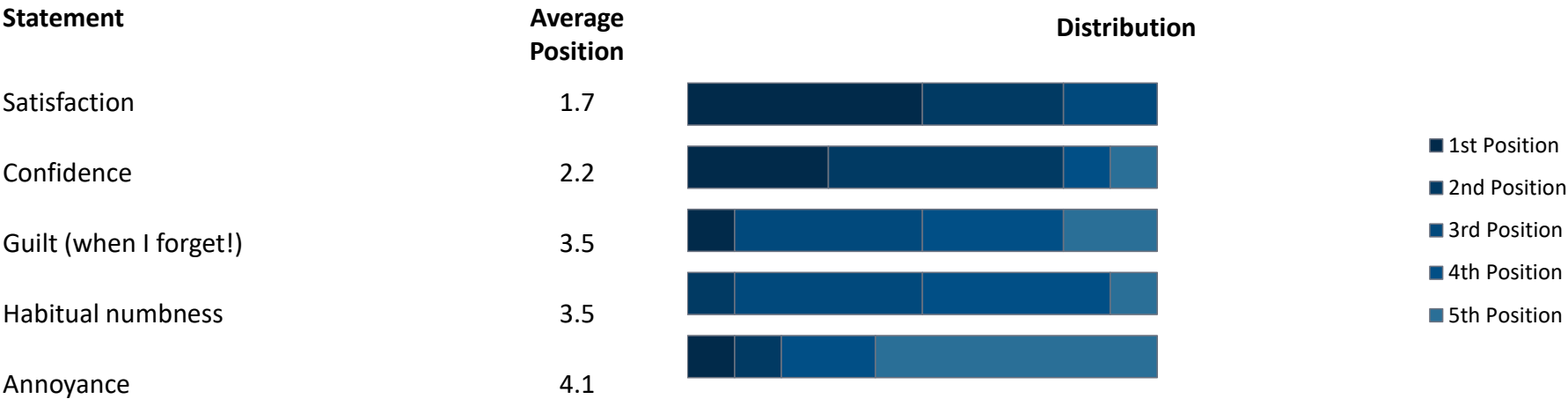
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METRICS

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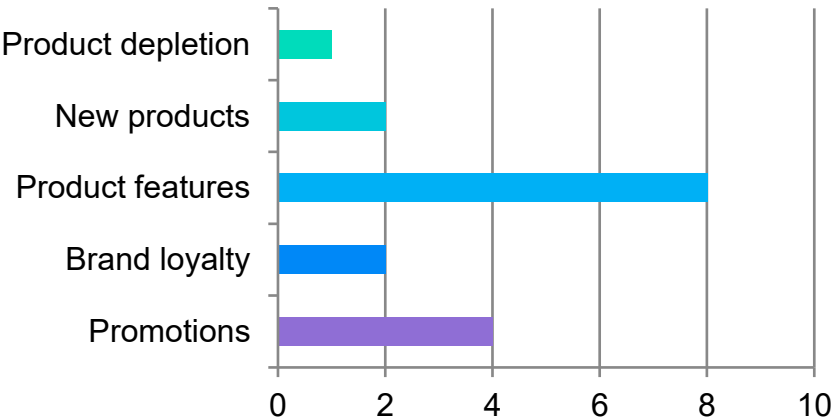
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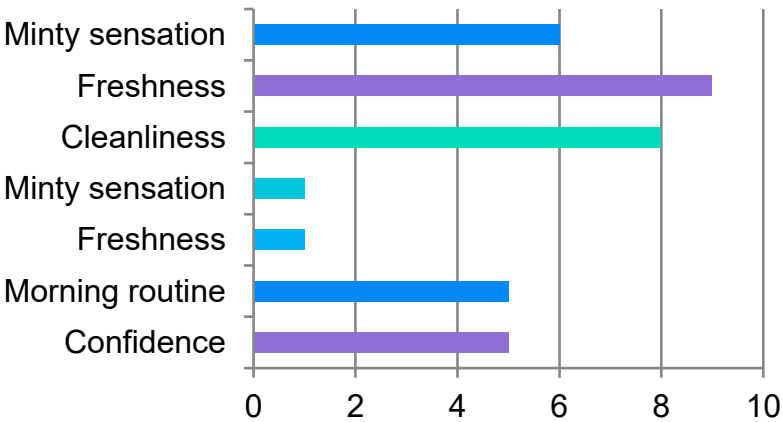
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TOPICS

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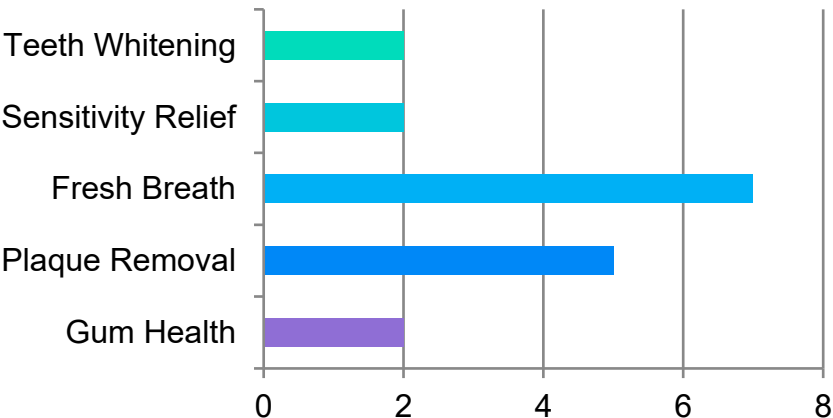
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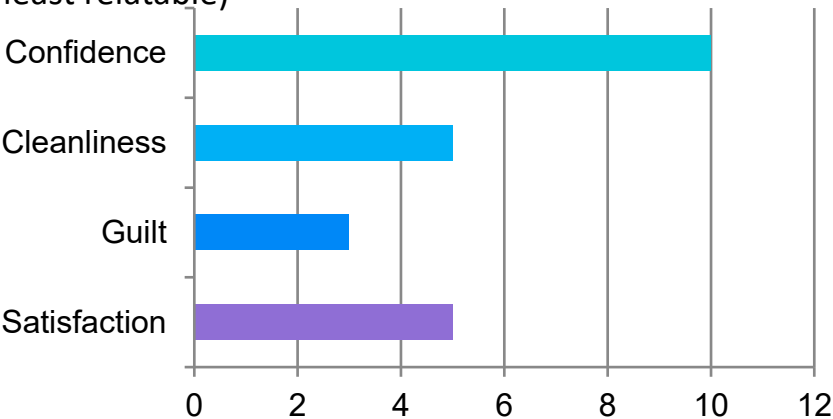
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TOPICS

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The Health-Conscious Optimizer

Description:

- Meet Alex, typically a male aged 19-34, often working full-time. He views oral care as a crucial part of his overall health regimen and is diligent, though his morning routine might be rushed. He trusts science and expert opinions, preferring products endorsed by dentists or with proven efficacy for specific concerns like gum health, sensitivity, or effective whitening.
- Alex is brand-loyal if a product consistently delivers results (e.g., Colgate, Corsodyl). He uses an electric toothbrush if recommended and affordable, believing it offers a superior clean. His purchases are need-driven, usually when running out or if a specific dental issue arises.

The Experiential Explorer

Description:

- This is Chloe, typically a female aged 19-28. Oral care for her is an opportunity for an enjoyable and aesthetic experience, not just a chore. She's open to trying new brands, flavors, and products, often drawn in by attractive packaging or novel concepts she spots on the shelf.
- Flavor and texture are paramount; she might actively dislike traditional strong mints and seek out gentler, unique options, or even non-mint flavors like charcoal or vanilla, if they promise a pleasant experience. Her product choices are significantly influenced by how they make her feel during use and the overall sensory appeal, including for those with heightened sensitivities.

The Freshness-Focused Guardian

Description:

- Chloe appreciates packaging that is visually striking – bright colors, unique designs like black or shiny elements, or elegant simplicity. Sarah suggests a person aged 19-30, sometimes a busy professional, who prioritizes oral care routine to contribute to her aesthetic (a raw white smile leading to compliments) and offers a pleasant, even indulgent moment in her day, social well-being.
- She values products that deliver reliable freshness and a thorough clean, often sticking to trusted, affordable brands like Colgate or Oral-B if they meet her core needs. While value-conscious and open to offers, she won't compromise on the feeling of efficacy, particularly the minty freshness she strongly associates with a clean mouth and fresh breath.

Insights:

- This persona is motivated by tangible health outcomes and seeks products that offer targeted solutions to dental concerns. Trust in brands is built on proven performance and expert endorsements, rather than marketing hype.
- Personalization for Alex means products that directly address his specific oral health needs (e.g., 'fights gum disease,' 'reduces sensitivity,' 'enamel repair,' 'dentist-backed whitening'). He feels empowered when his oral care routine contributes to a feeling of overall health and problem-free confidence, allowing him to focus on his day without dental worries.
- Brands can connect by clearly communicating product efficacy, highlighting scientific backing or dentist recommendations, and offering solutions for specific, common dental issues.

Insights:

- Messaging around 'health,' 'protection,' 'problem-solving,' and 'dentist-approved' resonates strongly.
- This persona seeks an emotional and sensory connection with her oral care products. The routine can be a form of self-care and expression, with product choices reflecting her personal style and preferences for novelty and enjoyment.
- Personalization for Chloe means products that offer unique and enjoyable sensory experiences (preferred flavors, comfortable textures) and aesthetically pleasing packaging. She values products that cater to her desire for something different and make the routine feel less mundane and more aligned with her identity.
- Empowerment comes from feeling good about her appearance, receiving compliments, enjoying the ritual itself, or simply feeling comfortable and understood by products catering to sensory needs. Brands can engage her by offering a diverse range of appealing flavors, textures, and packaging designs.

Insights:

- Empowerment for Sarah is fundamentally about social interactions. Highlighting aesthetic benefits like whitening alongside the experiential qualities is also key.
- Personalization means products that consistently deliver on the promise of freshness and cleanliness, boosting her confidence without breaking the bank. She seeks reliability and effectiveness in core benefits that make her feel good and prepared.
- Empowerment for Sarah is fundamentally about social



**REACH OUT TO US IF YOU HAVE
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