

Oral Hygiene Research Report

Women are more systematic



Women are less likely to forget to brush their teeth
33% in the evening,
22% in the morning
 vs. men **45% in the evening,**
37% in the morning



as many as **45% of men** forget to brush their teeth before going to bed
37% don't do it in the morning



65% of women
44% of men change their sonic toothbrush heads every 3 months

Fresh breath and a beautiful smile are key for women

Fresh breath is important for



Women



men



A nice smile adds self-confidence



Women



men



Preventive visits to the dentist



Women



men



In the last year or less, you have visited a dentist



Women



men



Different priorities when choosing a toothbrush

ergonomic shape - **13%**
 medium hard bristles - **10%**
 quality and durability - **10%**
 attractive price - **4%**
 effective cleaning, gentle on gums - **75%**
 modern technological solutions - **18%**



Women



men

7% - ergonomic shape
4% - medium hard bristles
16% - quality and durability
7% - attractive price
65% - effective cleaning, gentle on gums
31% - modern technological solutions

*Refer to report "higiena jamy ustnej- Polska", study conducted in 2024 by the independent research group IQS on behalf of the Oclean brand