



HEALTHY ORAL CARE HABITS FOR PEOPLE AND PLANET

Do you understand how your oral care routine connects back to your overall health and how it impacts the planet? Oral-B and Crest are on a mission to advance healthy oral care habits to transform people's health while reducing environmental impact. Our survey of more than 2,000 people in the U.S., Germany, Italy, France and the UK provides information about people's oral care habits today.

Brushing



REASONS FOR SKIPPING BRUSHING:

27%
FELL ASLEEP



24%
TOO TIRED



23%
FELT TOO LAZY



HABIT BUILDER

Brush for **2 MIN 2X a day** with an anti-cavity toothpaste and preferably with an electric toothbrush.

DID YOU KNOW

The World Health Organization recommends brushing your teeth twice a day with fluoride toothpaste for two minutes to help reduce plaque bacteria and tartar buildup, cavities, and gum issues. The 2014 Cochrane Review provides evidence that electric toothbrushes offer a greater benefit than manual toothbrushes, reducing plaque by 11% between one and three months of use, and 21% after three months.

Water usage

60% underestimate the amount of water wasted every minute the tap is on and the water is running.



24% say they do not turn off the faucet when brushing their teeth.



HABIT BUILDER

Turn off your tap while brushing, preferably using cold water.

Clean, drinkable water is essential for a healthy life and healthy oral care. However, the United Nations say that by 2025, two-thirds of the world's population may be facing water shortages at least one month a year. Responsible water consumption habits can help your local community reduce the risk of water scarcity. Closing the tap while brushing your teeth can save up to 28L (8 gallons) of water every day.

Recycling

REASONS FOR NOT RECYCLING BATHROOM ITEMS/PACKAGING:

30%
NEVER THOUGHT OF IT

22%
HAVE NO IDEA HOW TO RECYCLE SOME ITEMS



19%
CLAIM TO NOT HAVE ENOUGH TO RECYCLE

18%
NO RECYCLING IN THEIR COMMUNITIES

HABIT BUILDER

Personal care products might be **recyclable** in your local area. Check what the label states and make sure to sort them according to your local recycling guidelines.

Recycling can help reduce the amount of waste sent to landfills and incinerators, reducing the need to collect new raw materials. Yet, recycling in the bathroom is not common practice. In our survey, 19% of people admit to rarely or never recycling bathroom products or packaging.

Electricity



47% OF PEOPLE USING AN ELECTRIC TOOTHBRUSH CLAIMED TO ALWAYS OR SOMETIMES LEAVE THEIR TOOTHBRUSH CHARGER PLUGGED IN



HABIT BUILDER

Unplug your charger when not charging your electric toothbrush.

Electricity and heating are some of the biggest contributors to total global greenhouse gas emissions. Electronic appliances continue consuming electricity when turned off, representing up to 75% of the electricity used in your home, according to the U.S. Department of Energy.

Crest + Oral-B + Fixodent



HEALTHY SMILES
HEALTHY LIVES
HEALTHY PLANET