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2010 TARGET MARKET Report on INTERNATIONAL Dental Product Use

Dental product use varies appreciably across the world with some products, such as dental floss, more widely used in the U.S. and western Europe. For marketers establishing or expanding a global presence, it is vital to understand how many people in various countries use each dental care product and the demographic profiles of those users. Data from the U.S. is included where relevant from the **2010 Dental Care Segmentation Study**. Surveys were conducted in the following countries 16 countries . . .

AUSTRALIA ■ CHINA ■ FRANCE
GERMANY ■ HONG KONG ■ INDIA
ITALY ■ KOREA ■ MALAYSIA ■ RUSSIA
SINGAPORE ■ SPAIN ■ SWEDEN
TAIWAN ■ THAILAND ■ UNITED KINGDOM

Findings reported include:

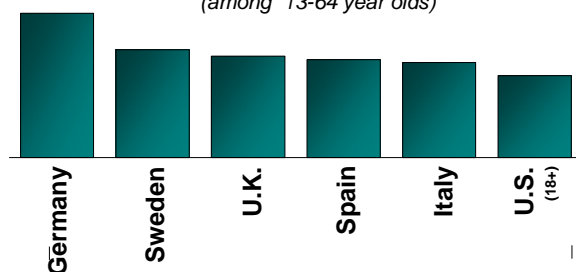
- OVERVIEW OF DENTAL CARE PRODUCT USE BY COUNTRY
- DEMOGRAPHIC USER PROFILES FOR . . .
 - MOUTHWASH AND DENTAL RINSE
 - DENTAL FLOSS/ STICKS/CLEANERS AND TONGUE SCRAPERS/CLEANERS
 - BREATH MINTS/BREATH SPRAYS/STRIPS AND DENTAL GUM
 - TOOTH WHITENING STRIPS/GELS/KITS

REPORT EXCERPT

"Regardless of the country in question, use of a toothbrush and toothpaste is virtually universal. What differs widely, however, is the use of manual vs. power toothbrushes."

"Top 6" Countries Reporting Use of Power Toothbrushes Regularly

(among 13-64 year olds)



COST	FULL STUDY (including all 16 countries)	\$11,000.
	WESTERN EUROPE (including U.K., France, Italy, Germany, Spain & Sweden)	\$ 2,940.
	Australia, China, Hong Kong, India, Korea, Malaysia, Russia, Taiwan, Singapore, Thailand	\$ 1,000. each

Subject to NJ or NY sales tax where applicable.

METHODOLOGY All interviewing conducted between June and August, 2010
Online interviews (*n=500+ each*) in U.K., France, Italy, Spain, Germany & Sweden
and (*n=1,200+ each*) in Hong King, Taiwan, Korea, Malaysia, Singapore & Australia
Face-to face (*n=800+ each*) in Russia, India & China
Telephone (*n=1,200+*) in Thailand

FOR ADDITIONAL INFORMATION, INCLUDING FULL TABLE OF CONTENTS, PLEASE CONTACT:

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