



Market

Standing at around US\$ 38 million, the Romanian toothpaste market is relatively small as compared to other categories (i.e. shampoos). Characterised, in general, by low consumption, the size of the market is well below the Central and East European averages. With a growth rate of around 1% per year, the market is divided in two broad segments: base products, mostly anti-cavity and gum protection, and the advanced segment - multi benefit, whitening and specialised toothpastes.

Blend-a-med is the number two on the market, with 20% of the sales volume. The difference between Blend-a-med and the market leader is divided between smaller brands, including local ones, whose shares are declining.

Achievements

Blend-a-med has been consistently growing since its introduction in Romania, in 1998. Its transformation into a significant preference for both consumers and professionals is reflected in the volume of sales. Today, Blend-a-med sales amount to more than US\$ 7 million a year.

Blend-a-med's efforts to improve consumer's oral health have paid off, reflected in the expansion of the consumers' preference for advanced care products, as well as an increase in consumption. In recognition of its enduring educational and professional programs, Blend-a-med obtained the endorsement of the National Union of Dental Associations (UNAS), in 1998.

Blend-a-med co-founded the Society of Aesthetic Dentistry in Romania (SSER) in 2004, thus further contributing to the development of a new field in dentistry.

History

The earliest known reference to toothpaste is in an Egyptian manuscript from the fourth century AD, which prescribes a mixture of powdered salt, pepper, mint leaves, and iris flowers. The ancient Greeks and Romans are known to have used toothpastes, and people in China and India first used toothpaste around 500 BC. Buddha is the first historical character whose practice of keeping the mouth clean was recorded. It was said that he would use a "tooth stick" from the God Sakka, as part of his personal hygiene regime.

However, toothpastes or powders did not come into general use until the nineteenth century. In the early 1800s, the toothbrush was usually used only with water; but tooth powders soon gained popularity. Early versions contained soap and in the 1850s, chalk was included. Betel nut was included in toothpaste in England in the 1800s, and in the 1860s, a home encyclopaedia described a homemade toothpaste that used ground charcoal.

By 1900, a paste made of hydrogen peroxide and baking soda was recommended. Pre-mixed toothpastes were first marketed in the nineteenth century, but did not surpass the popularity of tooth powder until World War I. Prior to World War II, toothpaste was packaged in small lead/tin alloy tubes. The inside of the tube was coated with wax. However, later, it was discovered that the lead from the tubes could leak into the product. It was the shortage of lead and tin during World War II that led to the use of laminated tubes, made from a combination of aluminium, paper, and plastic. At the end of the twentieth century, fully plastic tubes were used.

The breakthrough that transformed toothpaste into the crucial weapon against tooth decay was the discovery that fluoride could dramatically reduce cavities.

Growing scientific evidence that fluoride helped to reduce the likelihood of developing dental cavities had intrigued managers at P&G even before the company was involved in the dentifrice market. Armed with experience in the field of dental research, in 1950, P&G enlisted Indiana University to carry out research for the purpose of developing a new kind of toothpaste. Over the next fourteen years, P&G would spend over US\$ 3 million on this joint project, working with researchers at



Indiana to create a product that could prove effective in reducing tooth decay.

In this way, toothpaste, one of the Procter & Gamble products that involved enormous research efforts, became a commercial reality. Known as Crest (in the US), AZ (in Italy), Blend-a-med (in Europe), Profiden (Spain), Dentosal (Scandinavia) or Ipana (Turkey), Procter & Gamble succeed, after long years of efforts, to improve the formula by adding new revolutionary elements.

However, Procter & Gamble's research efforts did not stop there. Fluoristat, an improved system of releasing fluoride, was developed in the 1970s, generating the launch of P&G's first toothpaste with anti-tartar effects in the 1980s. For this achievement, P&G was awarded the National Medal for Technology by the US Government in 1995.

Following the acquisition of the Blendax line of products, which included the Blend-a-med and Blendax toothpastes, Procter & Gamble augmented its presence in the European personal care category.

The beginning of the 1990s saw the introduction of active toothpaste, containing elements against the dental bacteria (Triclosan, Zinc).

Blend-a-med was introduced in Romania in 1998, as an expansion of the successful Western Europe franchise, with its roots in the German brand Blendax/Blend-a-med.

Ever since, Blend-a-med has focused on providing products and educating consumers to protect and improve the health of their teeth. Through launching and supporting numerous educational initiatives, such as its Schools Program, the Blend-a-med Mobile Caravans and so on, Blend-a-med has struggled to improve the oral care practices on a national scale.

Product

Blend-a-med products offer superior Oral Care, through constant technical innovation and improvements.

Three product categories of Blend-a-med toothpastes are available: cavity protection toothpastes with pro-mineral complex, to prevent and protect against cavities; multi-component toothpastes providing complete protection against the seven signs of unhealthy teeth; whitening toothpastes, for natural whiteness.

All Blend-a-med toothpastes contain its patented Pro Mineral Complex, a unique and original fluoride system that allows the fast absorption of fluoride into teeth and helps the re-mineralisation of the enamel, thus providing effective cavity protection.

Blend-a-med's Complete 7 line, one of the most recent Blend-a-med developments, offers multi-benefit protection for total mouth hygiene, tackling the seven major signs of oral health problems.

The Blend-a-med Whitening Impressions range, designed to enhance the brushing experience, is available in a number of exciting flavours, with all the benefits of an advanced oral care product.

Recent Developments

Since July 2006, as a result of the acquisition of Gillette by Procter & Gamble, Blend-a-med and Oral-B have been performing together on the Romanian market. Their combined forces offer a full range of advanced oral care products, thanks to Blend-a-med's expertise in toothpastes and Oral B's professional developments in brushing and other oral care products (mouthwash, floss, etc).

Blend-a-med launched a new advertising campaign for its flagship Complete 7 line, in March 2006, stressing that consumers have a tool to achieve healthy, beautiful smiles with regular brushing.

Blend-a-med inspired by Nature is an economically priced line of products with natural extracts, which was launched in November 2005. Blend-a-med inspired by Nature offers oral care products for consumers interested in natural ingredients and great value products.

Blend-a-med launched its Complete 7 Night toothpaste in August 2004. The first toothpaste designed to protect teeth from bacteria during sleep, contributes to the natural regeneration processes vital for oral health.



Promotion

Blend-a-med dreams of a world of healthy, beautiful smiles. In line with this vision, Blend-a-med's promotional efforts have been focused in two directions: educational messages and brand benefits.

Over the years, Blend-a-med's advertising campaigns have drawn attention to the question "Are you ready for check-up?" It raised consumers' interest in the health of their teeth and brought a "friendly professional dentist" into their daily lives. The campaign is now entering into its seventh year, constantly evolving, so as to meet consumers' preferences and technological innovations. Dentist chairs in most unexpected places became the signature mark of the campaign, identifiable in print ads and other materials.

BTL promotions, including in-store presence, developed in cooperation with dental associations, helped creating a holistic brand image. Consumers have been able to meet dental professionals in front of the shelves. Hence, consumers could obtain immediate professional advice and received answers to various questions and concerns about oral health and care products.

Blend-a-med revolutionised oral care educational programs for the general public. By organising "oral health" caravans, with mobile clinics visiting towns across the country and offering free check-ups and dentist's advice during the summer months, Blend-a-med sustained the most large-scale free national dental check-up ever seen. Developed in 2002/2004, the "oral health" caravans brought dentists closer to the public, and helped create an informal atmosphere for patients, free from anxiety, smoothing away the fears that can often accompany a trip to the dentists. Close to 10,000 people benefited from the services of the Blend-a-med caravans.

Blend-a-med educational campaigns, including school programs and caravans are all part of the brand's wider efforts towards healthier smiles.

The most recent campaign, "Blend-a-med brings 7 reasons to smile to Bucharest", was meant to bring a smile to every person's face. A person's smile is a key component of their personality, a foundation for communication and



Ti-ai pregătit dinții și gingiile pentru noapte?

Blend-a-med COMPLETE 7 NIGHT
lucrează în timp ce tu dormi.

human relationships. Blend-a-med offered a number of reasons to smile, staging a performance of an alternative comedy theatre and the merry living statues. These events taught the people of Bucharest that the world is always more beautiful behind a smile.

Brand Values

Blend-a-med has always tried to anticipate even the most exigent requirements of those who purchase toothpastes.

Blend-a-med constantly works to improve consumers' oral health. As a result, it has earned consumers' confidence. Behind the technological innovations and continuous commitment to helping oral care professionals, Blend-a-med has been building the image of a trusted, approachable expert.

THINGS YOU DIDN'T KNOW ABOUT

blend-a-med

- As one of P&G's global brands, Blend-a-med belongs to a global organisation that creates and markets more than 300 health, beauty, home and laundry care brands in more than 140 countries in the world
- There are more than 300 researchers in P&G Oral Care technical centres around the world who are working on constantly improving oral care products
- Blend-a-med Complete 7 ingredients combats oral bacteria for hours after brushing