

Mother of two, Sian Ellingworth introduces her Buddies brushing system for 2-5year olds & children who hate mint!

Submitted by: Buddies Toothpaste

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Sian Ellingworth BSc; MCIPS, founder and MD of Buddies has conceived a new brushing system that appeals to children who dislike conventional toothpaste flavours. It is aimed at children aged between 2 and 5, although a smear of paste on a brush is great for those first couple of teeth. And for parents who struggle with the tooth cleaning routine.

Sian Ellingworth says: "My mission is to improve a child's experience of brushing their teeth. I want them to find it enjoyable and fun, as it encourages adherence to a routine, which in turn improves oral health. A tube of Buddies Toothpaste last 3 months, which equates to £20 a year. Not a huge outlay for a child's oral health."

Sian is currently crowdfunding to enable production of the Buddies Apple Fresh tooth brush and the Secret Formula Toothpaste (Buddies crowdfunding

(<http://www.crowdfunder.co.uk/buddies-toothpaste-makes-brushing-teeth-fun?tk=d07a6ecdc8e5ebfb774636c80873238cb70>)

The British Society of Paediatric Dentists reports a quarter of 5-year olds in the UK have dental decay. There is concern that parents may think baby teeth do not matter as they will fall out to make way for permanent teeth. They recommend a list of actions for parents including brushing baby teeth twice daily with a fluoride toothpaste. (BBC Breakfast 22.09.17)

Sian's first child absolutely hated mint and, after trying various alternatives including expensive flavours imported from America, she decided to develop her own fluoride toothpaste.

Sian's research indicated that 15% of parents questioned had similar issues. The result was the development of Buddies toothpaste, in two flavours: a buttery, slightly minty flavour, Hint of Mint, and zingy apple flavour, Apple Fresh. This resolved the problem of taste but not the mess that can result at bedtime!

Sian then designed an imaginative pump dispenser for Buddies (100ml RRP GBP4.99) that can be used with any toothbrush, delivering exactly the right amount of paste to the brush.

Entrepreneur, Sian Ellingworth has also conceived and manufactured the innovative Buddies toothbrush, a rechargeable electric toothbrush for children (with charger & 6-week supply of cartridges RRP GBP34.99)

The Buddies electric toothbrush has a very mild, vibrating, sensation in the mouth for 2-minutes, the recommended brush time. Some children find an electric toothbrush vibration or rotation too harsh so this provides a gentle, stepping stone to the grown-up world.

Designed for use with a Buddies toothpaste cartridge, a single press of the collar dispenses exactly the right amount of toothpaste directly onto the bristles. No more mess, one hopes, when your independent toddler does it alone!

To engage children and help them to enjoy brushing teeth, the Buddies toothbrush charger is also a nightlight which can be personalised with stickers to assume a Buddies character.

Sian continues: "From my own experience, I know how hard it can be to persuade your child to brush their teeth if they hate the taste of mint. I hope that our toothpaste flavours and Buddies characters will help little ones enjoy, and maintain, a tooth brushing routine."

Buddies toothpaste (<https://buddiestoothpaste.com/>) and Buddies electric brushes are available from a wide range of dentists across the UK

ENDS

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Notes for Editors:

According to figures from the Faculty of Dental Surgery of the Royal College of Surgeons of England, four in five children under 2 years of age in England did not see a dentist last year. Over the same period, more in-hospital operations to extract teeth in children and teenagers were performed than ever before. To reduce the number of younger children needing extractions under general anaesthesia, among other goals, the British Society of Paediatric Dentistry (BSPD) is currently inviting dentists all over the country to join a new campaign to improve oral health in children younger than 2 years of age.