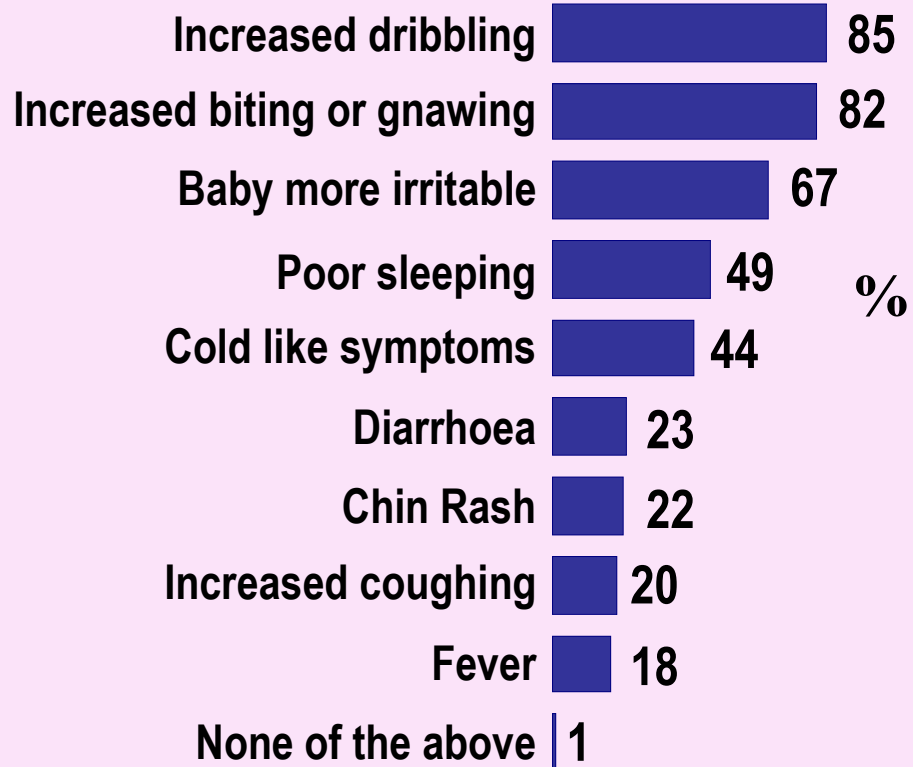


Teething and teeth care

Survey Question:

“Did your baby suffer from any of the following while they were teething? ”



Useful information:

- 58% of mums said that teething was easy or very easy for their baby.
- 37% of mums said that teething was difficult or very difficult for their baby.
- 98% of mums used some type of product to help with teething.
- The top products mentioned to help with teething were: Bonjela (39%), Calpol (39%), teething rings (29%), Calgel (16%) and non-specific teething gel (15%).
- Other products mentioned for teething included: Dentinox, Anbesol, Ashton and Parsons, Medised, Bickiepegs and Nurofen.

- 91% stated that the teething products they used were useful or very useful.
- 80% of mums clean their babies teeth at least once a day.
- Colgate was the most popular brand of toothbrush (27% of mums who had bought a toothbrush)
- McLeans Milk Teeth was the most popular brand of toothpaste (58% of mums who had bought toothpaste). Colgate came second at 29%.

Useful Links (see the 'more info' tab for all links)	
Link Type	Website Address
Teething pain website sponsored by Bonjela	www.teething-babies.co.uk
Teething - BBC	www.bbc.co.uk/parenting/your_kids/babies_teething.shtml
Teething	www.babyworld.co.uk/information/baby/teeth/teething.asp
Teething	www.babycentre.co.uk/baby/health/teething/

Survey Stats	
Date of survey	October 2006
Number of mums surveyed	154
Type of mums surveyed	All with child aged 4 – 12 months who had cut their first tooth