

Mums & Gums Survey Reveals Baby Oral Care Confusion

mums & gums

THE CONFUSION

72%

say they have never seen any information on gum care for babies.

53%

of mothers turn to their own mothers for advice on 'teething pain'.

...and only **10%**

of parents say that they get 'teething pain' information from their dentist.

only **6%**

of mums are aware that keeping gums clean during teething is important.

THE SOLUTIONS

94%

of mothers believe that either GPs, health visitors or dentists are best placed to provide baby oral care advice.

With **22%**

believing this should fall to health visitors.

Reassuringly **60%**

of mothers believe cleaning a baby's gums or mouth is a good idea.

With **34%**

of mums saying that they are already often cleaning their baby's gums.

Notes:

1. Brush-Baby Mums & Gums Survey carried out across 1,000 UK mothers of children aged 0-6 years by One-Poll
2. Brush-Baby is an oral care brand for babies from birth up to 6 years, providing specialist gum wipes, teether toothbrushes, brushes for toddlers and toothpastes. Visit www.brushbaby.co.uk for more information
3. The Brush-Baby Mums & Gums Survey contains ethnicity, socio-economic and regional breakdowns (available on request)
4. For more information, contact Kate Clark, KCPR KateClarkPR on 07990 525639 / kate@kateclarkpr.co.uk or Marian Grealley, Brush-Baby on 0345 5202229 / marian@brushbaby.co.uk