Text for post on SM alongside the image

Everyone is feeling the pinch at the moment but your smile does not need to cost as much as you think!

In response to the 2023 report [The Tooth Hurts](https://www.beautybanks.org.uk/_files/ugd/6f42dd_0b92ea725f7d4334817016a46ebd3893.pdf), from @theBeautyBanks and the @britishdentalassociation, we thought you might like some money saving tips. Check out the poster for 3 toothpaste hacks! If you have your own money saving oral health tip, share it here #ohimpcdstoothpastehack

You can also help by becoming a Beauty Banks Toothfairy and donating products or £ to help children and teachers smile again.

#oralhealthimprovement #costoflivingcrisis #moneysavingtips #beautybanks #britishdentalassociation #ohimpcdstoothpastehack

Text for post on Twitter alongside the image

In response to [The Tooth Hurts](https://www.beautybanks.org.uk/_files/ugd/6f42dd_0b92ea725f7d4334817016a46ebd3893.pdf), from @theBeautyBanks and @britishdentalassociation, we thought you might like some money saving tips. Check out the poster and become a Beauty Banks Toothfairy and help children & teachers smile again. #oralhealthimprovement #costoflivingcrisis #beautybanks #britishdentalassociation

Text for newsletter alongside the image

Everyone is feeling the pinch at the moment but your smile does not need to cost as much as you think!

In response to the 2023 report [The Tooth Hurts](https://www.beautybanks.org.uk/_files/ugd/6f42dd_0b92ea725f7d4334817016a46ebd3893.pdf), (read here) from @theBeautyBanks and the @britishdentalassociation, we’d like to share some money saving toothpaste tips for your whole family. Check out the poster for 3 oral health hacks – price, peas and pop it upside down!

**Price**

We tend to be creatures of habit and like to stick to things we know, like our favourite toothpaste. We often believe that the branded, more expensive oral health products will do a better job! Do you only buy branded paracetamol, cornflakes, bleach or vitamins! Probably not, because we know supermarket own products are just as good and more often, better value and it is the SAME for toothpaste!

Buy a toothpaste that contains fluoride, 1350-1450 ppm F is ideal and guess what, supermarket own products contain this correct amount and all are 60p or cheaper! Same size tube, mild minty flavour and usually no box, so better for the environment too! This one toothpaste can be used for baby’s first teeth at 6 months, just use a smear, and then a small pea sized amount for everyone else in your family who can spit out the foam!! Some people do need sensitive toothpaste, but these are NOT suitable for babies or children.

**Peas**

Many of us use too much toothpaste! Getting the best value and effect from your toothpaste means you need to stick to just a small pea sized amount if you are old enough to reliably spit out – usually 3 years old + . Remember it is just a small smear for 0-3 yr olds as they will swallow it. If you notice lumps of toothpaste when you spit out after brushing you are either not brushing long enough or like many of us using too much! A 100ml tube should provide at least 300 pea sized blobs – for a family of 4, brushing twice a day, that should easily last for 5 to 6 weeks! Imagine a small petit pois and not a huge garden pea!!!

**Pop it upside down**

Getting the most out of your tube of paste can be tricky, but start by simply storing it upside down on its lid/cap. This will get gravity to help you out! When you get near to the end of the tube consider using a toothpaste roller or carefully using the handle of a spoon/fork to push any paste from the end of the tube towards the cap. Finally you can cut off the end of the tube and use any left inside before rinsing and recycling your tube at any [Teracycle Colgate collection point](https://www.terracycle.com/en-GB/brigades/colgate-uk) or throwing away.

We hope these simple toothpaste hacks will save you some pennies and might even save you £££s.

Thank you

Community Dental Service

Follow us on…

Twitter @CDS\_CIC

Facebook @CommunityDentalServices

Instagram CommunityDentalServicesCIC

