

What role do denture care products play in the lives of oral prosthetics wearers?

Procter & Gamble

Denture Care Studio

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When: Fall 2009

The Opportunity

Procter and Gamble's Fixodent brand is looking to identify new product or service solutions for their oral prosthetic wearers that meet their identified needs.

The Challenge

Identify concepts that win with the consumer on the levels of trust, confidence, and care while maintaining a balance between short and long term technical feasibility.

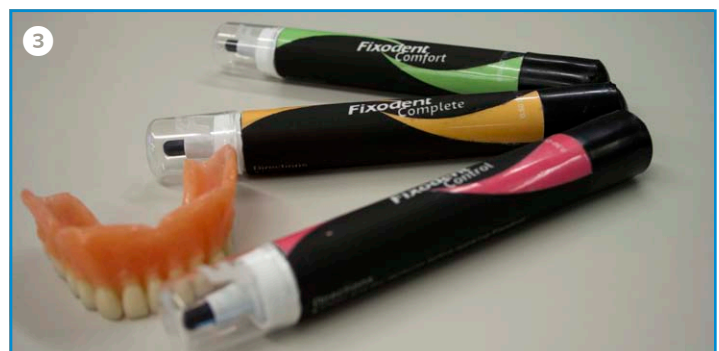
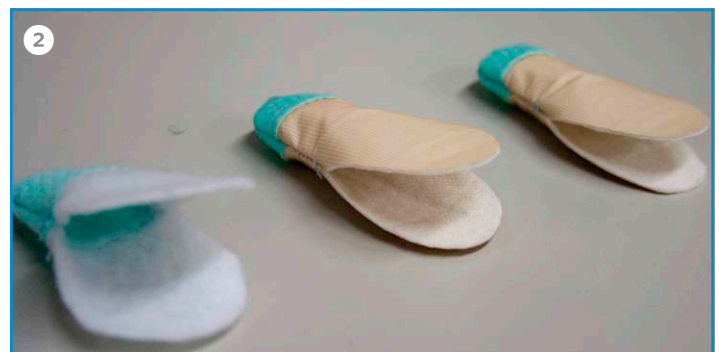
The Approach

The multi-disciplinary teams began by mapping key themes to better understand what quality, ease of use, confidence, and cleanliness meant to consumers. In-home interviews were used to determine how dentures fit into consumer lifestyles. Afterwards, consumer debrief cards were created to document the denture-care journey. Inspired by the daily denture-care of the consumers, students found three key opportunity areas for Fixodent: preparation, maintenance, and cleansing. Students developed product proposals from these areas. These concepts were refined through a series of consumer validation and co-creation sessions.

The Impact

Through careful observation and sensitivity to user needs, student teams were able to identify eight product solutions. Below are four examples:

- 1 Preparation: Denture Flexi-Cups**
Sterile, disposable denture bath cups which come pre-lined with a cleanser powder.
- 2 Maintenance: Oral Pain Relieving Treatment**
This set of 12 medicated, spot relief applicators helps soothe gum pain associated with wearing dentures.
- 3 Cleansing: Click Adhesive Pen**
An on-the-go, discreet adhesive dispenser. Simply turn the base to easily dispense adhesive.
- 4 Cleansing: Dispensing Pen**
Simply press the top button and a cleansing tablet will fall neatly into the cleansing cup.



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