

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

Confidential

Procter & Gamble

Denture Care Studio

Sponsored by: Matt Doyle, Luisa Cerda, Julie Moore

When: Fall 2009

The Opportunity

Procter and Gamble's Fixodent brand proposed a collaboration with Live Well to identify new product or service solutions for their oral prosthetic wearers.

The Challenge

The team aimed to identify concepts that persuade the consumer regarding trust, confidence, and care, while also maintaining a balance between short and long term technical feasibility.

The Approach

The multi-disciplinary teams mapped key themes to understand what quality, ease of use, confidence, and cleanliness mean to consumers. In-home interviews helped determine how dentures fit into consumer lifestyles. The teams created consumer debrief cards to document the denture-care journey. Inspired by the daily denture-care of 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 Results

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 come pre-lined with a cleansing 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**
On-the-go, discreet adhesive dispensers turn at the base to easily dispense adhesive.
- 4 Cleansing: Dispensing Pen**
This pen dispenses a cleansing tablet neatly into the cleansing cup with the press of a button.



For more information regarding this project visit:
<http://livewellcollaborative.org/member-login/>