

Feasibility Report on Toothpaste



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Executive Summary

In this feasibility report, you will find information on three different toothpaste brands. We took AquaFresh, Colgate, and Crest and decided to test them on several criteria to see which one was the best bang for your buck. We tested price, taste, effectiveness, and consistency. We conducted a taste testing survey and an experiment to help us figure out which of the three toothpastes was the most valuable.

We recommend purchasing AquaFresh to get the most out of your money.



Introduction

We often buy different varieties of toothpastes depending on the cost, hygiene preferences, and many other factors. Without the appropriate information, it can be hard to select toothpaste that really complements our individual necessities. We conducted a study to gather information on the most common toothpastes. Colgate, Crest, and Aqua Fresh seem to be the toothpastes that most people buy frequently so we focused on these three brands. Throughout our research, we focused on these three options:

Option 1: Colgate. Colgate's advertising focuses on teeth whitening.

Option 2: Crest. Crest's advertising focuses on keeping mouths clean and fresh.

Option 3: Aqua Fresh. Aqua Fresh's advertising focuses on making tooth brushing efficient and successful.

In this report, we will study these options and offer a recommendation based on our results.

Methods of Evaluation

The methods we used to assess the feasibility of the options include the following criteria:

- Price
- Taste
- Consistency
- Effectiveness

To obtain information we did research, organized a poll and conducted an experiment with the toothpaste. Jacob researched for information on pricing. Ifeoluwa tested the consistency of each of the toothpastes. Jennifer did the taste-testing poll on 10 people. Demesha conducted the whitening effectiveness experiment.

Results of Evaluation

Price

We collected information based on three specific toothpastes:

- Colgate is \$.72 per oz.
- Crest is \$.65 per oz.
- Aqua Fresh is \$.58 per oz.

Aqua Fresh is the most affordable of all three of the toothpastes.

Taste

In order to determine which toothpaste tasted better, we conducted a blind study. The study was conducted on the UNT campus. We had 10 people sample each of the toothpastes to see which of the three was most appealing. Each person rated the toothpastes on a 5 point scale.

Toothpaste Brand	AquaFresh	Colgate: Total	Crest: Complete
Average Rating	2.8	3.7	3.4

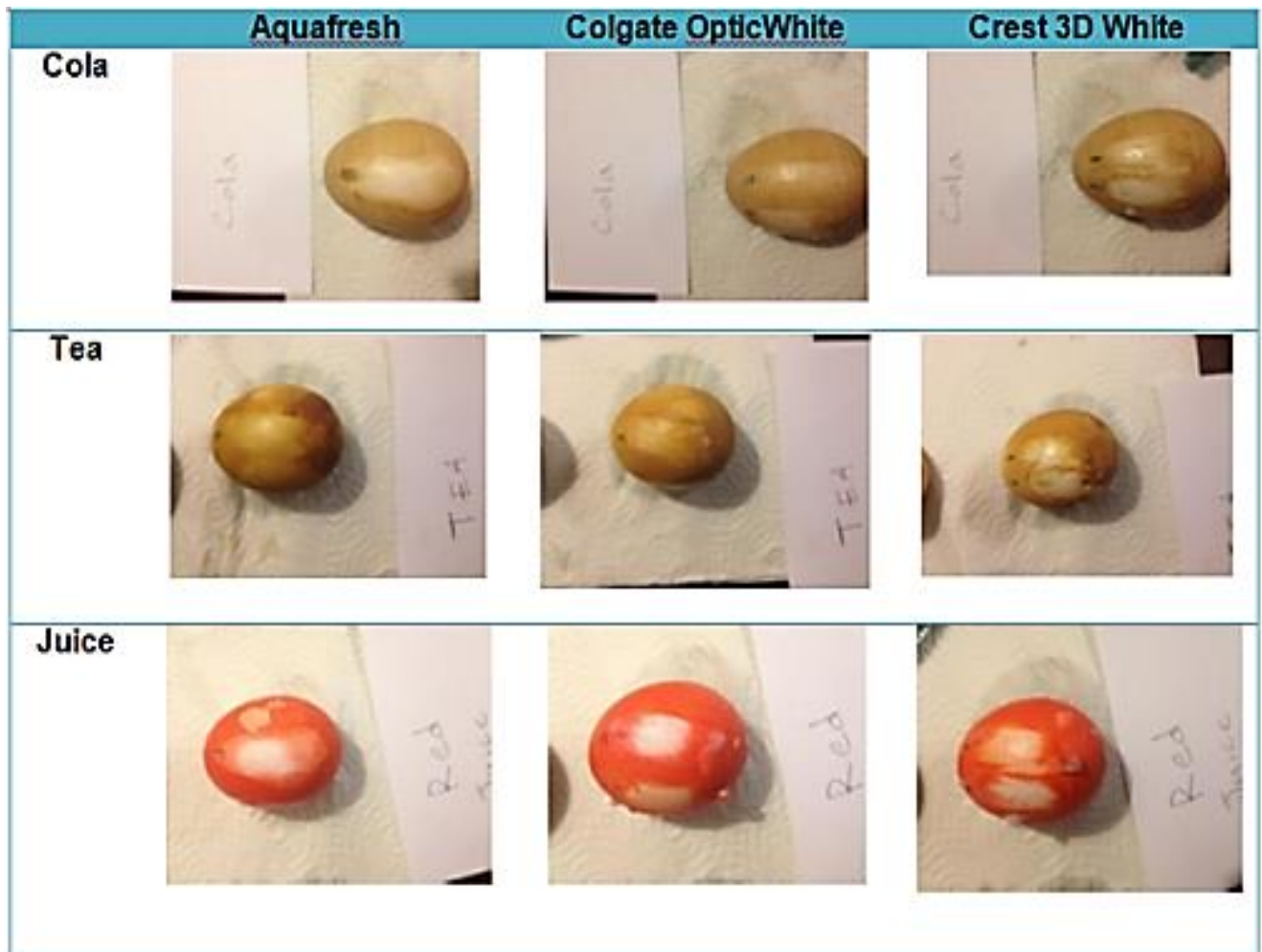
According to the study, Colgate tasted the best, while Aquafresh tasted the worst.

Consistency

In addition, we assessed consistency based on the viscosity (good or bad thickness) and how easily it was when squeezed out of the tube. We also judged the consistency based on its firmness; if it was effective enough to stand up well on the brush. We discovered from our research that Crest had the worst consistency in that it was far too thick and didn't bind to the bristles of the brush. Also, it was very difficult to get out of the tube. On the other hand, Aqua Fresh had the best consistency based on these criteria.

Effectiveness

In order to test the effectiveness of each of the toothpaste, we used eggshells and soaked them in three different solutions in order to stain them. We used Cola, cranberry juice, and tea on three different eggs. After letting the eggs soak for approximately four hours, we scrubbed the toothpastes on a section of the eggs. After three strokes, we recorded the results.



The results showed that the most effective toothpaste was Aquafresh and the least effective was Colgate.

Conclusion

All three of the toothpastes will keep your teeth and gums, healthy and clean. AquaFresh is the most affordable in stores, and has a desirable consistency, though it has the worst flavor. AquaFresh also proved to be most effective at whitening stained teeth, according to our egg test. Colgate is the most expensive and least effective toothpaste we tested, though it did score highest in taste and consistency. Crest scored second in taste; however it is too thick in consistency, and scored second in effectiveness and price.

	Size	Price	Consistency	Effectiveness (whitening)	Taste (on a 5 point scale)
AquaFresh: Extreme Clean	6.0 oz.	\$3.48 per tube \$.58 per oz.	Best as far as consistency. Thick but soft enough to soak in and bind with the toothbrush bristles	Turned the egg shells the whitest after three strokes	2.8
Colgate: Total	5.5 oz.	\$3.97 per tube \$.72 per oz.	Consistency is ok. Slightly runnier than AF but firm enough to stay on, yet soft enough to bind with the bristles.	In last when it comes to turning the egg shells white	3.7
Crest: Complete	5.8 oz.	\$3.78 per tube \$.65 per oz.	Worst consistency. Too thick! Hard to get it out of the tube on to the brush. Easily falls off toothbrush.	Second best toothpaste in regards to effectiveness	3.4

Recommendation

Based on the results of our study, we recommend AquaFresh. Its consistency, effectiveness, and price make it the most valuable toothpaste. With that being said, go out and buy yourself some AquaFresh.

