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Milk ingredients - a strategic review of opportunities and applications in the oral care industry

Report #1 in DairyMark.com's 'Target business opportunities' series of publications

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Milk ingredients – a strategic review of opportunities
and applications in the oral care industry

A new report on milk ingredients and emerging opportunities in the health care market reveals changes both in the nature of the oral care industry and relevant new applications for dairy products.

The report is the first in a series of publications entitled 'Target business opportunities' and provides an in-depth review of the nature and characteristics of a 'new age' of oral care and the opportunities this presents to dairy companies.

"The two major oral diseases are dental cavities and periodontal disease, and much of the blame for this can be laid squarely at the base of two key protagonists – deleterious micro-organisms and fermentable carbohydrates", says Dairymark.com, publisher of the report, adding, "antimicrobial dairy glycoproteins and non-cariogenic dairy carbohydrates have the potential to turn about entrenched market perceptions as well as offering new opportunities for collaboration between the dairy and oral care industries".

The report discusses issues such as:

- The change in the nature of the confectionery industry as it recognizes functional opportunities in a 'new age' of oral care
- The coincidental development of non-cariogenic milk-based sweeteners
- The development of a cosmeceutical perspective to oral care
- Prospective applications for a wide range of milk ingredients in oral care formulations – from both a bioactive and a physico-chemical perspective

"A strategic approach by dairy ingredient suppliers to the oral care industry must be taken", comments Dairymark.com. "There is a need for dairy companies to go beyond either a first stage fortification of oral care products(with the likes of casein phosphopeptide or glycomacropeptide), or a host defense approach (where protective salivary secretions are mimicked in oral formulations using homogenous milk ingredient)s".

The report contains 135 pages and can be purchased at a cost of Euros 2,925 (Australian subscribers A\$5,415 inc. GST). For further information:

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Scope and objectives of the report

The report considers strategic business opportunities for dairy companies in the oral care industry. Opportunities are considered from two quite distinct perspectives:

- The supply of dairy ingredients for their bioactive and/or physico-chemical properties in oral care presentations; and
- The role that dairy ingredients can have in dairy and non-dairy consumer product formats that are positioned to exploit opportunities in the oral care market

So what is the oral care industry? Essentially, oral care is about health and beauty as it relates to the mouth. A consideration about these two essentially pillars of oral care best develops an understanding of the industry, vis-à-vis:

- A functional perspective, related to overall physical health and hygiene – in as much as oral care contributes to our state of health and feelings of wellness it is a factor that has direct impact on the quality of life of all individuals. This premise is concisely presented by former United States Surgeon General, Dr C. Everett Koop, with his statement ‘... without oral health you are not healthy’
- An emotive perspective, related to psychological wellness – in as much as oral care contributes to concerns about body presentation and self-image, many of the attitudes and behaviors about oral care are based on conformance with social precincts of cultural identity. Extremes of this notion in the wider community include plastic surgery, bodybuilding, liposuction, and exercise regimes. In terms of oral care, this centers on factors such as teeth whitening, breath freshness, dental prosthetics and orthodontics

Points of analysis:

- An overview of the oral care industry
- Oral care – including the oral environment, natural defense & oral health conditions
- Profiles of mainstream oral care companies and functional confectionery companies
- Dairy ingredients – current & potential oral care applications
- Suppliers of dairy & related ingredients for oral care
- Research review – dairy ingredients and oral care
- Key issues arising in the oral care market
- ‘New age’ oral care – strategic conclusions for the dairy industry

Timeframe:

- Analysis includes recent and current industry and market information

Price and timing:

- Euros 2,925 (Australian subscribers AU\$ 5,415 inc. GST)
- Report available February 2005

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Samples from the report

- ***Rapid development of probiotic oral care products is the strongest likely development*** – research is well underway, and commercial developments are considered to be in the pipeline too. The major aim being probiotic bacteria that target those bacteria (eg S. mutans) that contribute to dental caries. Of secondary importance is to target the antagonists of, and guard against, oral thrush and other oral infections
- ***There is expected to be a major thrust that adds new impetus to the swing into oral care by the traditional confectionery industry*** – this effectively means the transgression of the more proactive amongst our orthodox confectionery companies into a wider ranging nutraceutical and cosmeceutical market. We have already witnessed the establishment of a tentative oral care platform within the positioning of many traditional confectionery businesses
- ***The development of OTC solutions to oral care maladies that are a forerunner to drug treatments*** – this could well be where the dairy ingredient companies can benefit. As one example, the likes of WGF E-a is very well-positioned for an early (current) entry into the nutraceutical and cosmeceutical sectors of the oral care market. This would be followed by extension into pharmaceuticals and oral medical applications once efficacy has been determined and the regulatory passage has been satisfactorily negotiated

The Wrigley Company

Wm. Wrigley Jr. Company

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- Founded in 1891, The Wrigley Company has developed to now stand as the largest producer of chewing gum and bubble gum in the world
- Identifying its competitive source of business as the confectionery market, including sugar and sugar free confectionery, The Wrigley Company pins its future on two key precincts:
 - Maintaining great taste and product excellence
 - Adopting an innovative approach to future product offerings
- Pure, powdered cane, beet sugar and corn syrup are the main sweeteners used in the company's sugar products
- In the case of sugar-free gums, aspartame, mannitol and sorbitol are used in place of sugar and corn syrup
- The Wrigley Company attributes the following benefits, besides the flavor or the pleasure of chewing, to gum:
 - Improves concentration
 - Eases tension
 - Freshens breath
 - Provides a low-calorie snack (each stick has less than 10 calories)
 - Helps to fight tooth decay
- The company's traditional product offerings were based on delivering great, long-lasting taste. In contemporary terms, The Wrigley Company has four key brands in the 'Taste' portfolio, comprising Juicy Fruit, Wrigley's Spearmint, Doublemint and Extra
- However, recognizing the growth opportunities in the functional gum market, The Wrigley Company's product portfolio has been refreshed. A selection of the key brands that the company has in the functional confectionery market is highlighted by the following table:

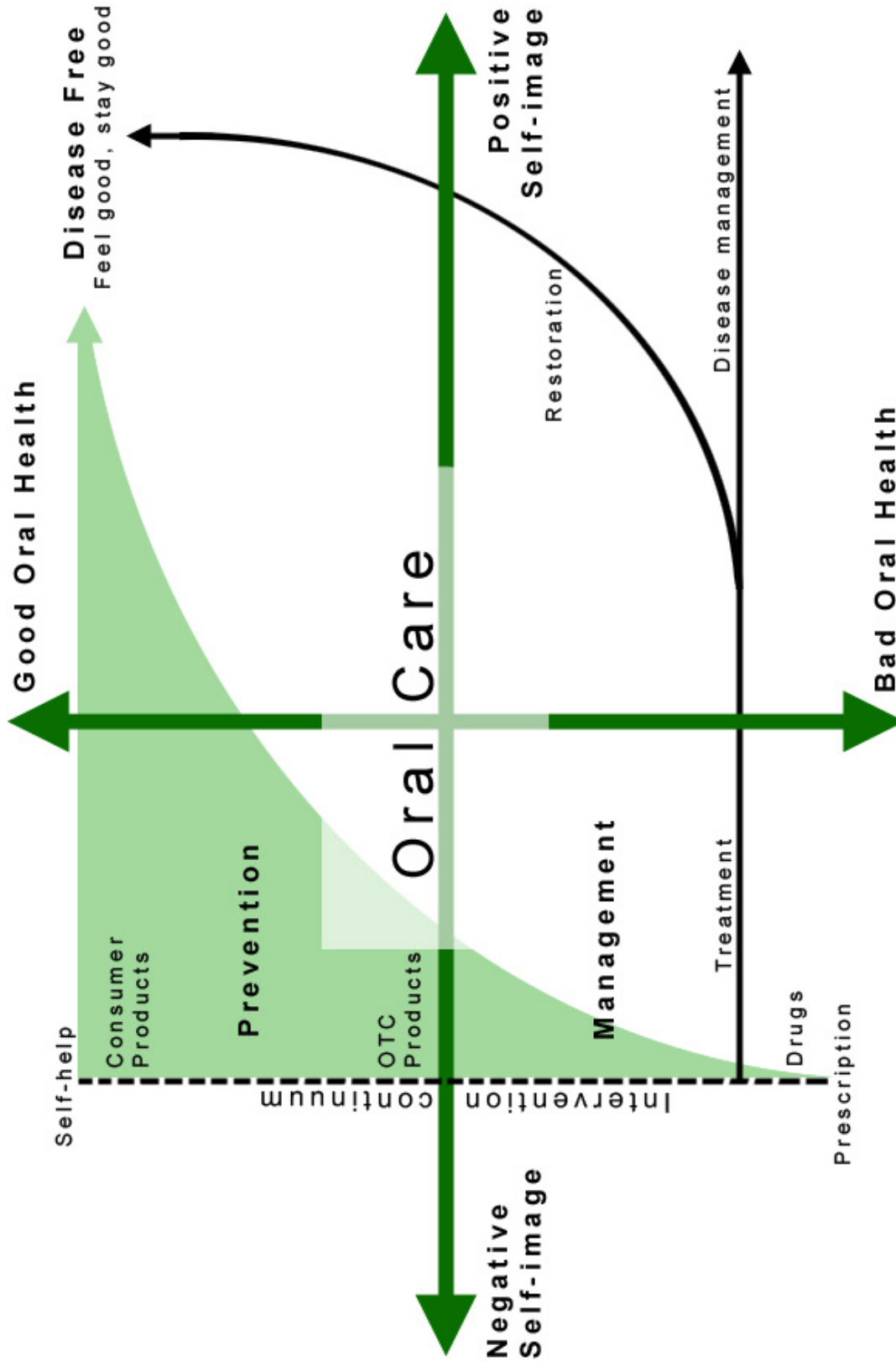
Figure 23: The Wrigley company – product overview

Key product feature/functionality	Brand	Main market	Commentary
Breath-freshening	Winterfresh	United States, Europe	Available as mint gum and breath strips
	Big Red	United States, Germany, Canada	Wrigley's first cinnamon gum
	Eclipse	United States, Australia	Available in gum and mints, addressing the market opportunity for intense pellet gums
	Eclipse Flash	United States	Portable, breath freshening strips
Oral Care	Orbit White	United States	Teeth whitening gum
	Orbit	United States, Middle East, Europe	Sugar free
	Freedent	United States, Canada, Germany, New Zealand	A non-stick alternative to chewing gum, particularly for denture wearers
Wellness	Airwaves	United States	Clears air passages to make breathing easier – available in various flavors, including menthol eucalyptus and menthol mint
	Alpine	United States, Canada	Soothes sore throats, claiming to be the only medicated throat relief gum in the market, positioned to compete with cough drops

Source: The Wrigley Company

- The Wrigley Company places great importance on oral care and hygiene. The company points to clinical research that suggests that chewing sugar free gum for up to 20 minutes after a meal neutralizes plaque acids by the stimulation of saliva production

Oral health care – key market dynamics



Dairymark.com's credentials

Dairymark.com Pty Ltd is a specialist dairy industry intelligence and consulting organization. The company has completed a number of strategic, market and business development dairy research assignments for international clients. Recent examples include:

- An overview of global dairy supply and demand
- A longitudinal dairy pricing study
- A strategic review of dairy industry patent activity
- A strategic review of dairy R&D activity
- A strategic review of trends in whey permeate utilization
- A study of the Australasian dairy industry
- Strategic research identifying trends and opportunities in Asian feed markets for dairy ingredients

Most recently Dairymark.com has changed its corporate structure and come under the management control of Shainwright Consulting and Research Group Pty Ltd.

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