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New Survey Shows Families May Not Be Addressing Their Oral Health Care Needs

GSK partners with Oral Health America on National Education Campaign

PITTSBURGH, May 4/PRNewswire/ – According to a new study surveying U.S. moms, a significant majority (69 percent) feel meeting the specific oral health care needs of each family member is very important, however, nearly half of moms (48 percent) report using a “one size fits all” approach when it comes to oral health care products in their home.¹ As every person has different oral health care needs, it is crucial that the needs of each family member are being addressed to achieve optimal oral health.

GlaxoSmithKline (GSK) Consumer Healthcare, a leader in oral health care, is launching a first-of-its-kind online resource for people seeking important oral health education and personalized oral care plans for each member of their family. By visiting WealthOfOralHealth.com and completing a brief survey, people can immediately receive a customized plan for each family member, addressing important conditions ranging from bad breath, cavities, acid erosion, and sensitive teeth.

“The new study confirms that families look to mom to know which oral health care products are best for them.¹ Knowing how much moms have on their plate, we wanted to create an easy-to-use tool which will arm them with information needed to make informed decisions for their family’s oral health care regimens,” says Colin Mackenzie, vice president, Oral Care Marketing,

GlaxoSmithKline Consumer Healthcare. “This new tool is a comprehensive resource for information about products that are scientifically designed to best address the oral health care needs of each member of the family.”

To further their mission of improving the oral health care habits within all families, GSK is donating \$1 to Oral Health America (OHA) for every person who completes a customized oral health care plan on the site. The donation will consist of both financial and product contribution of up to \$100,000 to help the OHA in their efforts to provide oral health resources and products, such as toothbrushes and toothpastes, to under-served communities in the U.S.

“We are thrilled to be partnering with GSK and have their support in providing oral health care resources and education to communities who truly need it the most,” says Beth Truett, President and CEO, Oral Health America. “Together, we can continue to raise public awareness and education about the importance of oral health across the U.S.”

People should visit WealthOfOralHealth.com to learn more about their family’s oral health needs and develop a customized plan to ensure they are doing all they can to better their family’s oral health care routines. The website also offers coupons, making GSK’s products even more accessible. People can also visit www.oralhealthamerica.org for additional oral health care resources and information about their access and education programs.

About the Survey

An online national survey of mothers about the use of oral health care products in their households was fielded among 1,023 U.S. mothers (ages 25 and above) in March 2010 by Richard Day Research, conducted on behalf of GlaxoSmithKline Consumer Healthcare.

About Oral Health America

Oral Health America is the nation's leading independent organization dedicated to eliminating oral disease throughout the country. OHA's mission is to change lives by connecting communities with resources to increase access to oral health care, education and advocacy for all Americans, especially those most vulnerable. For more information, visit www.oralhealthamerica.org.

About GlaxoSmithKline Consumer Healthcare

GlaxoSmithKline Consumer Healthcare is one of the world's largest over-the-counter consumer healthcare products companies. Its more than 30 well-known brands include the leading smoking cessation products, Nicorette[®] and NicoDerm[®] CQ[®], and Commit[®], as well as many medicine cabinet staples -- alli[®], Aquafresh[®], Sensodyne[®], and TUMS[®] -- which are trademarks owned by and/or licensed to GlaxoSmithKline Group of Companies.

About GlaxoSmithKline

GlaxoSmithKline – one of the world's leading research-based pharmaceutical and healthcare companies – is committed to improving the quality of human life by enabling people to do more, feel better and live longer. For company information visit: <http://www.gsk.com>.

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1. Survey of 1,023 U.S. mothers. Richard Day Research on behalf of GlaxoSmithKline Consumer Healthcare. March 2010.