

Table 1 Characteristics of preventive oral care products

Oral care product	Information
Manual toothbrush	Head size, texture type (soft, medium or hard), filament design (round/sharp end, length, compaction and angulation), handle design, tooth-brushing instructions, labelling language and other unique features.
Powered toothbrush	Filament design (round/sharp end, length, compaction and angulation), action type, charging (electric or battery), tooth-brushing instructions and labelling language.
Dental floss/tape	Type (e.g., waxed/unwaxed, containing antibacterial agents and/or NaF), flavour, length, instructions for use and labelling language.
Interdental brush	Head shape, handle, instructions for use and labelling language.
Toothpaste	Active agents [e.g., fluoride (NaF and/or sodium monofluorophosphate); antibacterial agents (triclosan (18))], active agent concentration, dental indications, instructions/recommendations for use (age, amount, frequency and other recommendations such as need for parents'/carers' supervision (13), and caution not to rinse or lick) and labelling language.
Mouth rinse	Active agents [e.g., fluoride (NaF and/or sodium monofluorophosphate); antibacterial agents (chlorhexidine)], active agent concentration, dental indications, instructions/recommendations for use (timing and duration of application, and other recommendations in terms of age-related contraindications, caution not to swallow or rinse after use and side effects in case of prolonged use for >1 month) and labelling language.
Fluoride varnish/gel	Concentration, application duration and frequency, post-application instructions, clear contraindication for use at home and labelling language.
Pit and fissure sealant	Polymerization method (light- or self-cured), material (resin or glass ionomer cement), instructions for use and labelling language. For self-cured products, data also included mixing, working and curing time.