

Functional Mints with Dental Health Benefits: A New Revenue Driver for the C-Store Category

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Introduction

The convenience store (C-store) landscape is evolving rapidly as consumers increasingly seek healthier, functional options in the grab-and-go space. While gum, mints, and confectionery items have long played a role in front-of-store merchandising, the category has seen growing demand for products that do more than just freshen breath. Functional mints - those offering scientifically supported wellness benefits - now represent an emerging opportunity to drive revenue, enhance category relevance, and meet unmet consumer needs.

DentiMints™ enters this space as a first-of-its-kind oral care mint, combining portability, convenience, and real dental health functionality in a familiar format. With active ingredients clinically shown to reduce oral bacteria, support enamel strength, and balance oral pH, DentiMints™ stands at the intersection of self-care and impulse buying.

Category Shifts in Convenience Retail

C-store category data over the past five years highlights a transformation in consumer priorities:

- Traditional sugary mints and candies are experiencing stagnating growth as health-conscious consumers shift toward low- or no-sugar options (Nielsen, 2023).
- Functional snacking has expanded across beverage, bar, and confection segments, with a 12.7% annual growth rate in products labeled for immunity, digestion, or oral care (SPINS, 2024).
- High-velocity, small-format items positioned at checkout or near coffee counters continue to perform exceptionally well when paired with functional attributes.

These trends create fertile ground for a category innovation like DentiMints™ - a product that delivers both **flavor appeal** and **science-backed oral care benefits**.

Consumer Demand for Multi-Benefit Products

Modern convenience store shoppers, particularly younger adults and professionals, are gravitating toward impulse items that contribute to health or hygiene. Oral hygiene in particular plays a role in daily self-care routines across several C-store use cases:

- **Post-coffee or energy drink consumption**
- **After meals or snacks on-the-go**
- **During or after long-haul drives or shift work**
- **While traveling by plane, rideshare, or public transit**
- **Before meetings, social events, or work presentations**

These situational demands align with the functional attributes offered by DentiMints™, making the product a natural fit for high-turn, small-footprint locations in C-stores.

DentiMints™ Product Differentiation

Unlike conventional mints, which are primarily designed to mask breath odors, DentiMints™ is formulated to actively support oral health using clinically validated ingredients:

- **Xylitol:** Reduces harmful bacteria (*Streptococcus mutans*), stimulates saliva, and supports pH balance (Mäkinen et al., 2000)
- **Sodium Bicarbonate:** Neutralizes acids and creates a less cariogenic oral environment (Amaechi & Higham, 1999)
- **Hydrated Silica:** Provides mild abrasion for mechanical cleaning of plaque and debris (Dörfer et al., 2023)
- **ExoCyan Cran®:** A cranberry-derived proanthocyanidin extract that prevents bacterial adhesion to teeth and gums while reducing inflammation (Bodet et al., 2008; Frontiers in Nutrition, 2020)

- **Calcium Lactate:** Replenishes essential minerals to support enamel remineralization and strengthen tooth surfaces (Journal of Clinical Dentistry, 2008)

Together, these ingredients transform DentiMints™ into a clinically functional product that outperforms traditional mints in both efficacy and purpose.

Merchandising Strategy for the C-Store Environment

DentiMints™ is designed with C-store merchandising in mind:

- **Packaged in resealable 10-tablet pouches**, optimized for checkout, coffee bar, or travel sections
- **Suggested MSRP of \$2.79**, with strong margin potential for retailers
- **Impulse-friendly form factor**, similar to gum or mints but elevated in value
- **Ideal for bundling** with coffee, water, protein snacks, or travel accessories

Consumer interest in **oral hygiene-on-the-go** offers a category expansion opportunity alongside existing oral care and mint products. By presenting a distinct functional benefit, DentiMints™ carves out its own niche while complementing the broader front-of-store mix.

Revenue and Category Impact

Retailers face constant pressure to optimize their checkout and impulse areas for revenue per square inch. DentiMints™ supports this goal through:

- **Incremental basket value:** Functional benefit justifies a higher price point than traditional mints or gums
- **Increased purchase frequency:** Daily-use potential encourages repeat buying
- **Category differentiation:** Adds a unique, health-forward product to the oral care/snack mix
- **Cross-category relevance:** Appeals to self-care, hygiene, wellness, and travel-minded consumers

The product also helps align C-store offerings with the broader retail trend toward "wellness at every touchpoint."

Conclusion

As the demand for health-conscious impulse products grows, C-stores are uniquely positioned to lead innovation in the oral care and mint category. DentiMints™ offers a clinically supported, functional upgrade to conventional mints — serving both the hygiene needs of the consumer and the revenue goals of the retailer.

By combining science-backed ingredients with convenience-focused packaging and merchandising, DentiMints™ is poised to become a new revenue driver in front-of-store, grab-and-go, and small-format product sets.

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