

Brushing Habits Reimagined: How the Pandemic Changed Oral Hygiene on the Go

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A New Era of Personal Hygiene

The COVID-19 pandemic reshaped nearly every aspect of personal hygiene. While much attention was given to handwashing and sanitizing, one quiet transformation occurred in the oral care aisle. At-home routines became more consistent, while on-the-go oral hygiene remained neglected due to lifestyle disruption and limited public access. This shift opened the door to new behaviors, products, and expectations that continue to shape the future of dental care.

At-Home Surge, On-the-Go Struggles

During lockdowns, consumers began brushing and rinsing more frequently. With easier access to private bathrooms and heightened attention to wellness, oral care spending surged. In 2020 alone, oral care sales jumped by **72%** (Vogue Business, 2020), and the global market rose from **\$31.3 billion in 2020** to **\$47.2 billion by 2022**, tracking a CAGR of 6–7%.

But this increased focus revealed a critical gap: hygiene outside the home.

A 2021 Delta Dental survey revealed that while **77% of U.S. adults wish they could brush after meals or snacks**, only **23% actually do**. The leading reasons were:

- Lack of tools
- Inconvenient access
- Social discomfort with brushing in public

Even before the pandemic, mid-day oral care was unrealistic for most people. COVID-19 merely amplified that reality.

The Rise of Functional Oral Hygiene

The solution isn't another toothbrush. It's a smarter oral care format.

Consumers have turned to mints, gums, and portable hygiene aids to bridge the gap between brushing sessions. But what they're seeking now goes beyond fresh breath. According to recent IRI and Mintel retail behavior data:

- **69% of consumers** now seek *functional benefits* in impulse products (IRI, 2023)
- The *fastest-growing mint category* includes products making **dental health claims** (Mintel, 2022)
- Over **40% of mint buyers** prefer options with **xylitol** or natural ingredients linked to oral health

This data underscores a fundamental shift: buyers aren't just looking for flavor or fragrance—they want *outcomes*.

Portability Meets Purpose

Brushless, waterless formats are no longer niche. They're a growing category responding to:

- Remote work and mobile lifestyles
- Public restroom avoidance
- Airline, outdoor, and shift-work limitations
- A desire for discreet, fast, effective self-care

The market has responded. The **portable mouth freshener category** alone is expected to grow from **\$1.5 billion in 2024** to **\$2.8 billion by 2033** (Market.us, 2024). Demand for breath sprays, mouthwashes, and mint-based cleaning tablets is growing in tandem with these shifts in behavior.

DentiMints™: The Most Complete On-The-Go Oral Care Solution in the World

As the category expands, only one product delivers a truly complete oral hygiene experience without the need for brushing, rinsing, or water: **DentiMints™**.

DentiMints™ is a patented chewable dental mint tablet designed to clean teeth, freshen breath, and promote overall oral health-anytime, anywhere. What sets it apart isn't just portability-it's performance.

No other product combines pH balancing, enamel support, bacteria control, and cleansing power in a portable mint.

Each tablet combines **five clinically supported active ingredients**, making it the most advanced brushless oral care product available:

1. Xylitol

Function: Bacterial growth inhibitor, saliva stimulator

Benefits:

- Reduces the levels of **Streptococcus mutans**, the main cavity-causing bacteria
- Inhibits plaque buildup and biofilm formation
- Stimulates natural saliva production to help clean teeth
- Supports moisture balance in the mouth - critical for dry-mouth sufferers

Backed by decades of research, xylitol is one of the most effective and widely recognized dental health ingredients used in sugar-free gums and therapeutic rinses.

2. Sodium Bicarbonate (Baking Soda)

Function: pH buffer and mild cleanser

Benefits:

- Neutralizes acidic pH in the mouth (especially after food, drinks, or smoking)
- Creates a less favorable environment for harmful bacteria
- Gently scrubs the tooth surface and dislodges food particles

- May contribute to **natural tooth whitening** by polishing enamel

Often used in high-end toothpaste formulations, sodium bicarbonate is essential for balancing the oral environment between brushings.

3. Calcium Lactate

Function: Enamel support and mineral replenishment

Benefits:

- Provides bioavailable calcium to support the **remineralization** of enamel
- Helps reverse early-stage tooth demineralization
- Aids in reducing tooth sensitivity over time
- Strengthens enamel between brushings or after acidic meals/drinks

Calcium lactate works synergistically with xylitol and sodium bicarbonate to enhance the mouth's natural recovery processes.

4. ExoCyan Cran™ (Patented Cranberry Extract)

Function: Antibacterial + antioxidant oral defense

Benefits:

- Inhibits the adherence of bacteria to tooth and gum surfaces
- Reduces plaque build-up and supports healthy gums
- Fights free radical damage with natural antioxidant activity
- Helps protect both hard (teeth) and soft (gum) tissues in the mouth

DentiMints™ is one of the only U.S. products to feature ExoCyan Cran™, a **premium, patented cranberry extract** supported by oral health studies in Europe.

5. Silica

Function: Mild abrasive for surface cleansing

Benefits:

- Mimics the effect of brushing by gently polishing teeth
- Helps remove food particles and residue
- Leaves teeth feeling smooth and clean after use

Silica provides the “scrubbing” power in DentiMints™, making it truly feel like a brushless cleaning experience - not just a breath freshener

With the growing demand for oral hygiene on the go, most fall short - offering either **single-functionality, inconvenient formats, or incomplete ingredient profiles**. DentiMints™ delivers **all five** - making it the undisputed leader in on-the-go dental hygiene.

Its resealable 10-tablet or 20-tablet pouch fits easily in pockets, bags, lunchboxes, or travel kits, making it ideal for use:

- After meals or snacks
- Between meetings or classes
- During travel, outdoor activities, or long shifts
- Anytime a toothbrush isn’t practical

DentiMints™ isn’t a breath mint pretending to offer health benefits-it’s the only mint with real oral care science behind it. And for the millions of people seeking a better way to care for their mouths throughout the day, it’s a powerful, science-backed solution.

Final Thought

The pandemic didn’t just make people more aware of hygiene. It revealed where their current habits fall short - and oral care was one of the most overlooked gaps.

With public and professional interest in portable oral care on the rise, DentiMints™ is setting a new standard for convenience, effectiveness, and daily usability.

As innovative product formats emerge to meet these evolving needs, one thing is clear: brushless hygiene isn't a gimmick or a trend. It's the future of staying fresh, clean, and confident -wherever life goes.

DentiMints™ is leading that future - one power-packed chewable dental mint at a time.

Sources:

- Delta Dental Oral Health & Wellbeing Survey (2021)
- Vogue Business: "The Year of the Smile" (2020)
- IRI Consumer Demand Report (2023)
- Mintel US Mints and Gum Market Report (2022)
- Market.us Mouth Freshener Market Forecast (2024)