

## An Open Label, Single Arm, Clinical Study to Evaluate Efficacy and Safety of Herbs & More Herbal Dental Paste in Dental Care of Healthy Adults.

Conducted at  
Cliantha Research, Ahmedabad

Sample Size:  
Sixty (60; 34 females, 26 males)

Duration:  
1 Month





## Clinical Study Standards:

The study was conducted as per ICMR Ethical Guidelines, ICH-GCP, Schedule Y and Declaration of Helsinki.

## Study Objectives:

The study was conducted to assess efficacy of the Herbal Dental Paste using parameters for :

1. Reduction in Gingivitis (inflammation of gums)
2. Gum tightening
3. Malodour control
4. Reduction of Dental plaque
5. Reduction in gum bleeding
6. Reduction in dental caries
7. Subjective tolerance and acceptance of product.

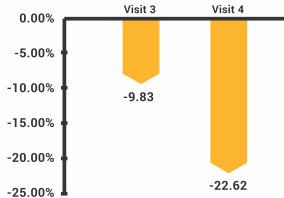
The study also evaluated safety of the product using

1. Appearance of adverse events as evaluated by subjects & dentists
2. Non compliance
3. Any other safety issues

## Observations

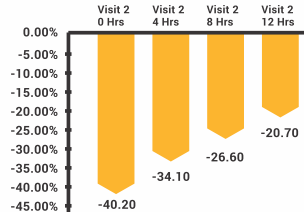
The study shows statistically significant decrease observed in Gingivitis Index from baseline to visit 3 (P-value = 0.0000) and visit 4 (P-value = 0.0000), which indicates test product significantly reduces the Gingivitis compared from baseline to visits 3 and visit 4.

Gingivitis Index Assessment



The study shows statistically significant decrease observed in Halimeter Assessment from baseline to 0 hour (P-value = 0.0000), 4 hour (P-value = 0.0000), 8 hour (P-value = 0.0000) and 12 hour (P-value = 0.0000), which indicates a significant reduction in halitosis (oral malodor) from baseline to at all-time points.

Halimeter Assesment

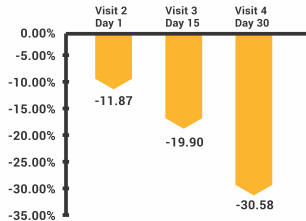


## Observations

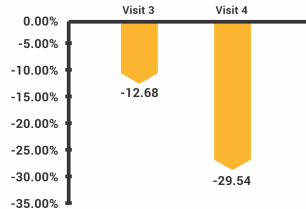
The study shows statistically significant decrease observed in Plaque Index Assessment from baseline to visit 2 (P-value = 0.0000), visit 3 (P-value = 0.0000) and visit 4 (P-value = 0.0000), which indicates significant reduction in plaque formation up to Visit 4 (Day 30).

The study shows statistically significant decrease observed in Gingival Bleeding Assessment from baseline to visit 3 (P-value = 0.0000) and 4 (P-value = 0.0000), which indicates significant reduction in gingival bleeding up to Visit 4 (Day 30).

Plaque Index Assessment



Gingival Bleeding Assessment





## Clinical Efficacy :

- 100 % subjects agreed on test product reducing the bad breath after usage of 30 days
- 90% subjects agreed on the test product providing better mouth feel from their current toothpaste.
- 96.67 % subjects agreed that this test product is better than their current toothpaste.
- There were no adverse events (AEs) reported during the conduct of the study.
- 100% subjects agreed on 'NO' redness around the lips, 'NO' alteration in taste and
- 'NO' burning sensation from baseline on day 30.