

TEETH ARE THE NEW LIPS (UPDATE)



FASHION & BEAUTY

Keep forgetting to floss your teeth? Aquafresh recently launched Floss 'n' Cap, a toothpaste tube with built-in floss dispenser. A modest innovation for a massive and wide-open market.

Last month, we [highlighted](#) the bright and shiny new world of exotic toothpastes, state-of-the-art whiteners and medicinal breath strips. No exciting floss innovations were spotted at that time though, despite the fact that the Academy of General Dentistry touts brushing and flossing as the best method for controlling bacteria that cause bad breath. Even more surprising: 76% of all American households don't use floss at all. Smell (no pun intended) an opportunity? So did Aquafresh, who recently launched [Floss 'n' Cap](#), a toothpaste tube with built-in floss dispenser. Now, this is clearly not going to bring us world peace (though we suspect it will definitely get copied around the world), but as it's one of those 'why didn't we think of this before' moments, we thought we'd pass it on to you. What other products do you (or one of your partners') have that are basically begging to get combined and bundled? Isn't it time you reread TRENDWATCHING.COM's BRANDED BRANDS? Hey, if it works for floss...

24th February 2004

Website: <http://flossncap.aquafresh.com/>