

We have quoted a lot of different research in this episode of Which? Investigates, so if you want to do any more reading here are the links to all the articles we came across while doing our investigation.



A 2021 study found that 17.6 million of us preferred to use a toothpaste that claimed to whiten our teeth.

<https://www.statista.com/statistics/303643/toopaste-usage-by-type-in-the-uk/>

It's not surprising, given that 40% of us aren't happy with our smile. That's according to another survey that was done a few years earlier.

<https://dentistry.co.uk/2018/02/05/40-unhappy/>

Toothpaste has been on the market for more than a century. Now let's all just take a moment to imagine how awful people's breath would have smelled before it was invented. So we have a lot to thank the American dental surgeon Washington Wentworth Sheffield for.

<https://www.bostonsmile.com/blog/2017/12/04/a-brief-history-of-toothpaste-187775#:~:text=The%20First%20Tr ue%20Toothpaste,for%20use%20on%20his%20patients>

Before the turn of the century, Colgate & Company began selling its own toothpaste, which mimicked Dr. Sheffield's cream and came in collapsible tubes.

<https://peoplepill.com/people/washington-sheffield>

