Life Cycle of a Toothbrush

Over the past centuries, the revolution of the toothbrush has changed the modern outlook on dentistry. Research and development has created new ways to change the simple design of the toothbrush into a more advanced ergonomic style. The life cycle of this essential piece to dental hygiene starts at the research stage. Although there are many different styles of toothbrushes, they all have the common goal- to clean your teeth. Research shows that dental hygiene is essential to a person’s overall health. Travesties like gum disease, plaque, and even cavities interfere in an individual’s daily life.

The mass media is always responsible for the wastage and consumption of products. For example, the average American is susceptible to 3,000 advertisements a day, this means that there are 3,000 attempts to convince the population to go out and buy products. There are commercials for different brands of toothbrushes and styles. Each commercial tries to cater more to the aesthetic features of a toothbrush when they all essentially do the same thing.

Thirdly, manufacturing is the next stage in the toothbrush life cycle. Extracting and producing plastic mainly in China, the manufacturing begins. The plastic pellet is an essential feature to the design of the toothbrush. The handle of the toothbrush is also made of plastic. Although the ecologically sound route of the toothbrush is to buy one with replaceable heads, you also have to take account the waste. For a basic toothbrush, the melted plastic is poured into a mold, until it is cooled and the bristles are put in and shaved down to be the same size. After the toothbrushes are made, the packaging component follows.

Moreover, packaging is a significant compelling feature which reels in consumers. It requires more resources such as plastic to create the packaging. Most manufacturing companies admit that they waste resources in the simple packaging of their goods. Usually packaging consists of a plastic and cardboard. It is like a whole other process. Because once you create a product, it creates the need for a whole other product just to be able to distribute it hygienically. Most of the time, however, the packaging has a lot do with the sales, distribution, and transportation.

As for sales, if the packaging is aesthetically pleasing it is more likely to be purchased. Marketing and presentation greatly affects the rate of sales. Distribution starts at the transportation stage. Trucks, airplanes, ships, and trains all take part of this stage. Toothbrushes are a common item that can be found almost anywhere. The millions of convenience stores across the world would have them in stock. From the supermarkets to gas stations, you will be able to find a toothbrush.
Because of the toothbrush’s regularity, it is extremely easy for consumers to get a hold of the toothbrush because it is highly accessible. Toothbrushes are marketed to only be useful for three months. Once they toothbrushes are in the hands of the consumers, it is up to them to appropriately use them to make them last. Dental and orthodontic checkups also guide consumers in the best way to maintain better oral health. Once the consumer feels that the toothbrush is too old and worn out or not up to date, they go out and purchase a new toothbrush and therefore trash the first one, hence the cycle of the toothbrush.

The final disposition of the life cycle of the toothbrush is that they live for about 3 months. The media and low quality manufacturing make toothbrushes almost wasteful. It is only meant to last for a short amount of time to enhance the economy. It is sad how most people do not even think about the recyclable qualities in a toothbrush. This contributes to the overall wastage and consumption of the product. Although this isn’t the most efficient way, toothbrushes have become essential to a person’s lives.