

GSK Consumer Healthcare launches denture care brand in India

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GSK Consumer Healthcare has introduced Polident in India. Backed by science, Polident is the global market leader in denture care and offers products to improve comfort, hygiene & oral health of denture wearers. The launch marks GSK's foray into the specialised Denture Care category & reinforces its presence in the overall oral health category.

Significant number of Denture Wearers today face discomfort while eating, speaking or even smiling with dentures. Polident Denture fixative cream creates a seal between denture and gum tissues – keeping out food particles and providing a strong, all day hold for dentures. Because of improved fit & comfort, Denture Wearers are able to eat, speak, smile & live with confidence without worrying about their dentures. Across the world, Polident has made a significant improvement in quality of life of Denture wearers. The product is free of zinc, as well as artificial colours and flavours – and therefore will not interfere with the taste of food.

Anurita Chopra, Area Marketing Director, Oral Health, GSK Consumer Healthcare said, "Being a consumer preferred and leading Denture Care brand globally, we are confident that Polident will be well received by Denture wearers in India."

Polident Denture fixative will be available pan-India across pharmacies and leading e-commerce platforms. It is available in a pack size of 20 gm for Rs 315.

Dental Experts and Chemists will play a critical role in establishing this nascent category in India. The company will therefore work with experts, who will develop India's first Denture Care Guidelines – which will put in place a go-to-guide for use of Denture Care products in the country. The launch will also be supported with a strong media plan.

The launch strengthens GSK's Oral Health portfolio in India making it one of the formidable players in the space. Currently, the oral health portfolio consists of Sensodyne range of toothpaste and toothbrush especially designed for people with sensitive teeth.