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ICPA Health launches handheld oral healthcare device

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Targeting rising demand in oral healthcare



With an aim to meet the demand for high-quality oral healthcare products, ICPA Health, Mumbai-based pharmaceutical company in the oral healthcare sector, has unveiled its latest innovation- Plakoff, a premium electric water flosser.

The instrument, designed as a handheld oral care device, Plakoff utilises a powerful jet of water to effectively cleanse the interdental space between teeth and gums.

ICPA Health which has a 14% market share in the Rs 1,050 crore prescription-based Indian dental market, covering approximately 70% of India's dental surgeons through its extensive franchise network.

The company aims to further solidify its presence in the interdental products segment by capturing at least 20% over the next five years. The company already boasts an extensive range of products, including regular floss, interdental floss, and interdental toothbrushes.

Abha Damani, Director of ICPA, expressed, "The demand for quality products in the interdental segment has surged over the past decade. Plakoff is an advanced dental care solution designed for everyday use in middle-class households."

Priced at Rs 4250 per unit, Plakoff will initially be exclusively available through ICPA's network of dental clinics across the country. Abha has revealed that the company's future plans include launching electric toothbrushes and teeth aligners.