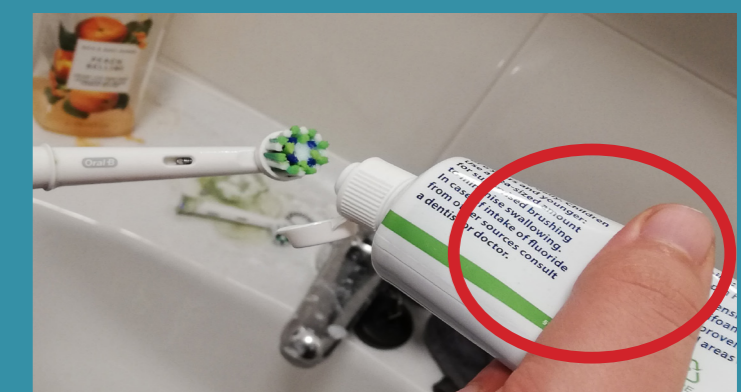
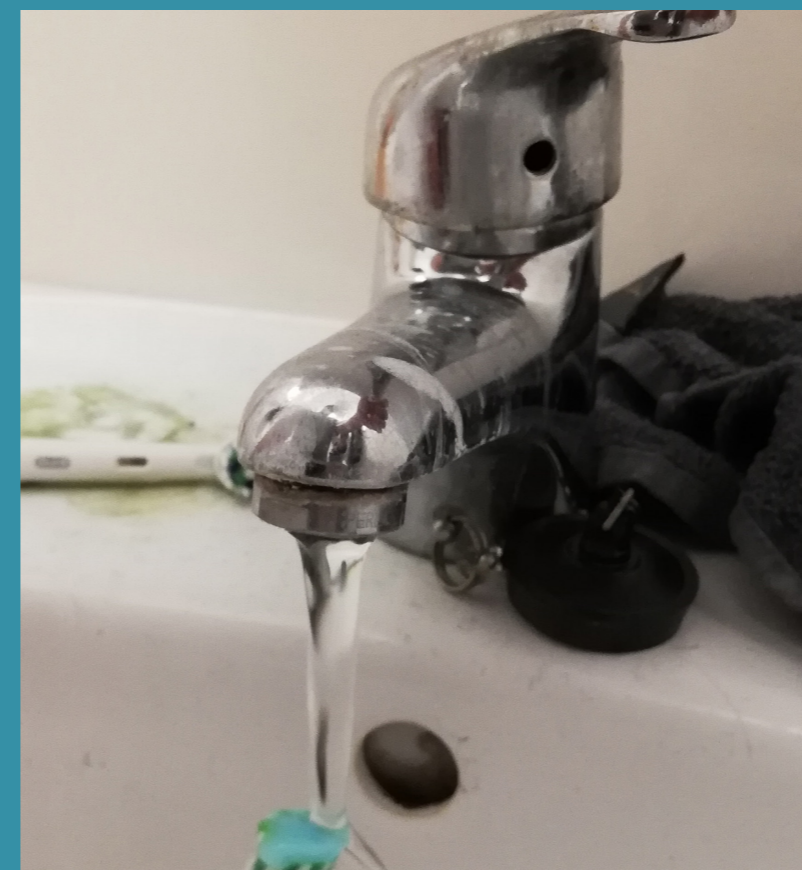


User Observation



Toothpaste Dosage Methods



Toothpaste Application Methods

Attitudes: My dose of toothpaste works for me

Needs: To avoid wasting toothpaste, an easy and inexpensive way to dose toothpaste

Behaviours: Instinctive methods of brushing teeth

Aspirations: To lead a healthy lifestyle without it costing the planet