Toothpaste SCAMPER

• Substitute
  o Toothpaste → Toothfoam
  o The tube → An aerosol-type can or pump dispenser (like soap dispensers)

• Combine
  o Toothpaste with other dental hygiene products
    ▪ Toothpaste dispenser with attached toothbrush container, accessible floss compartment, and a pump-like dispenser with a snap-on reusable cup for mouthwash

• Adapt
  o Deodorant stick/chapstick/roll-on perfume → a toothpaste that you “smear” or “roll” on to your teeth

• Magnify/Minimize/Modify
  o The mouth of the toothpaste “tube” is the brush of the toothbrush, so you press a button on the toothpaste-filled toothbrush handle and the toothpaste is dispensed into the toothbrush head at the bottom of the bristles, rendering it more efficient and reminding you how often you should change toothbrushes for good hygiene (when the toothpaste runs out, it’s time to get another)
  o Minimize this modified product into on-the-go, disposable one-time-use versions
  o Add button to play a different song (from a list that you can program to your preferences) for the duration of how long you are supposed to brush your teeth (2 minutes is the recommended minimum, I believe) so that brushing your teeth is less of a “task” and more entertaining

• Put to other uses
  o Use as a hair product (super-strong shaping gel)
  o Mint-scented art medium
  o With the added music button, you could use it as a two-minute power hour timer for a drinking game in desperate times (where for some strange reason all anyone has is the toothbrush/paste and alcohol…?)

• Eliminate
  o Eliminate waste and reduce time and effort as a result of executing the “combine” and “modify” techniques
• Eliminate the need to search for and choose between various dental hygiene products if toothpaste is integrated with the other products

• Reverse/Rearrange
  o Mouth of toothpaste tube is in the middle instead of the end
  o Whitening toothpaste becomes blackening toothpaste (for costumes or disguises)
  o Instead of minty fresh flavor, make toothpaste in odd, unsavory flavors for practical jokes (sort of like Bertie Bott’s Every Flavor Beans)