

Module 1 Part 1

Crest 3D White Toothpaste

Substitute:

- Natural toothpaste
- Plastic container instead of tube

Combine:

- Toothpaste and mouth wash in one

Adapt:

- Floss attached at one end of toothpaste container

Modify:

- Mini mouth wash balls that explode in your mouth as you brush
- Powder form
- Changes colors as you brush
- Foam turns a different color when it is time to rinse
- Hard powdery stick form (looks like a candy cigarette) of toothpaste that you can rub on your teeth and it foams up
- No rub toothpaste (just apply to your teeth and you are ready to go)
- Ingenious inner lining that allows you to use all the toothpaste and waste none

Magnify:

- Family size toothpaste
- More concentrated (whitens your teeth faster)

Minify:

- More effective, thus requires less brushes each day
- Create a travel size of the toothpaste

Put to other uses:

- Use toothpaste as a pimple reducer and stain remover

Eliminate:

- Eliminate harsh chemicals

Rearrange:

- Plastic container that disperses the right amount of toothpaste for the brush

I would start by changing the Crest 3D white toothpaste from a tube to a plastic container. This plastic container disperses the right amount of toothpaste to the brush. Since it is now in a plastic container, it is easier to attach floss to the bottom of the tube, thus eliminating one more purchase for the user.

Another unique idea is to have mini Scope mouthwash balls that explode with the friction of the brush against your teeth. The toothpaste could be advertised as a multi-purpose product because it eliminates a step in your morning and evening routine!

Next, we could create mini travel versions and large family size bottles. This gives users more options. People who simply want to try out the product or take a

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small size on vacation have that option, and larger families have the opportunity of getting a jumbo size version of their toothpaste to last longer.

Furthermore, I would advertise the toothpaste as having multiple uses. Not only can you brush your teeth, but you can also do an overnight spot treatment on your blemishes.

Finally, one of the most socially relevant changes that could be made to this toothpaste is to eliminate harsh chemicals. Present day society is very conscious of the ingredients that go in their everyday items. If Crest 3D takes out some of the harsh chemicals, then health conscious individuals may be more likely to buy the product. It still has the same whitening power, but potentially harmful chemicals have now been eliminated from the formula.