

Dr Reddy's brushes way into Guinness World Records with largest toothbrush sculpture of tooth

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Hyderabad: Pharma major Dr Reddy's Laboratories Ltd has brushed its way into the Guinness World Records by creating the world's largest toothbrush sculpture of a body part.

Named Fastminar, the 40-foot sculpture of a tooth that has been made using nearly 80,000 toothbrushes has been certified by Guinness World Records as the largest toothbrush sculpture of a body part in the world (supported), Dr Reddy's said.

The record-busting feat saw participation from 8,890 dentists across the country who contributed toothbrushes for the construction of Fastminar as part of an attempt to draw attention to the topic of dentine and tooth sensitivity, treatment options, maximising outreach and encouraging timely action to bring India relief from sensitivity.

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The sculpture was created by the Hyderabad-based pharma major's team that handles Senquel F, its medicated oral gel offering. The monument has been put up at the Terna Dental College in Navi Mumbai where it will remain on display for 365 days.

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Dr Reddy's said that in line with its commitment to a greener and more sustainable ways of living, the toothbrushes and material used in the monument will be dismantled, pulverised and re-used in building and construction activity after the display ends.

The unique monument was unveiled by Indian Dental Association's honorary secretary-general Dr Ashok Dhoble in the presence of officials from Guinness World Records, Dr Reddy's Labs and Terna Dental College.




CERTIFICATE

**The largest toothbrush sculpture
of a body part (supported)
was achieved by
'Team Senquel F' of
Dr. Reddy's Laboratories (India)
at Terna Dental College,
Navi Mumbai, India
on 23 September 2021**

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RECORD HOLDER





Speaking on the occasion, IDA secretary-general Dr Ashok Dhoble said: “One out of every five individuals suffers from tooth sensitivity in India, and despite this prevalence, there is often little timely corrective action against it. The biggest reason for this is low understanding and awareness of dentine hypersensitivity.”

MV Ramana, Chief Executive Officer – Branded Markets (India & Emerging Markets), Dr Reddy’s Labs said: “Minars are the pride of a city, and take years to be built. But our minar, which is a symbol of our promise to provide fast relief from dentine sensitivity, was built in just over a month in keeping with our credo of ‘Good Health Can’t Wait’. Hence the name ‘Fastminar’.”

Dentine hypersensitivity (DH) is one of the most common dental clinical conditions experienced among the general public and occurs as a result of exposure of the dentine part of the tooth to the oral environment following the loss of overlying cementum or enamel.

DH is initially experienced as episodic pain and over some time can become chronic due to the increase in tooth wear. It is a painful condition with prevalence ranging from 4-74% globally among the adult population, Dr Reddy's said, adding that in India, the prevalence of hypersensitivity varies from 40-50% and is higher in patients in the age bracket of 20-50 years.