



Make The Change

How small changes to
daily habits can improve
health and wellbeing

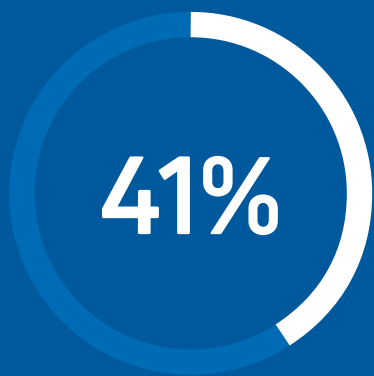
In collaboration with Behavioural
Psychologist, Jo Hemmings



Creatures of habit

Humans are naturally creatures of habit and routine. Interpreting change as a threat, the body physically protects us, releasing hormones for fight or flight¹. But sometimes a little change is what we need to protect our bodies, our health, and even the health of the planet.

In our recent survey², many people across the UK admitted they don't like change – but at the same time recognise that this attitude could in fact be holding them back.



describe themselves as a “creature of habit”

Delving into the nation's habits, this poll³ revealed that **37 per cent** of adults in the UK have kept the same haircut for as long as they can remember, while **30 per cent** won't deviate from a certain style of clothing.

Although half of people surveyed claimed they wish they were more spontaneous, it seems our reluctance to change extends to our friendships, food choices, the area we live and even to the TV shows we know and love.

¹ <https://www.emersonhc.com/change-management/people-hard-wired-resist-change>

² OnePoll, nationally representative survey of 2,000 UK consumers aged 18+, April 2023

³ Ibid



However, it is often said that “variety is the spice of life” and whilst it can be daunting, our hesitancy to embrace change may have a ripple effect on our confidence, wellbeing and even, at times, our health.

Here, we lift the lid on the psychology behind our attitudes and behaviours, exploring how we can confidently embrace change to benefit our mind and body.



Top 10 things we are unwilling to change

1. Haircut
2. Oral health routine
3. Style of clothes we wear
4. The area we live
5. Brand of phone
6. Food we have for breakfast
7. Type of food we eat
8. TV shows we watch
9. People we hang out with
10. Drinks we have in the pub

One in three fear they have missed out on experiences due to fear of change



Psychology of change

A range of factors influence a reluctance to change. It can be down to a fear of the unknown or a loss of control; attachment to familiar habits; previous negative experiences or confirmation bias. Or it may be because we are simply risk-averse people by nature.



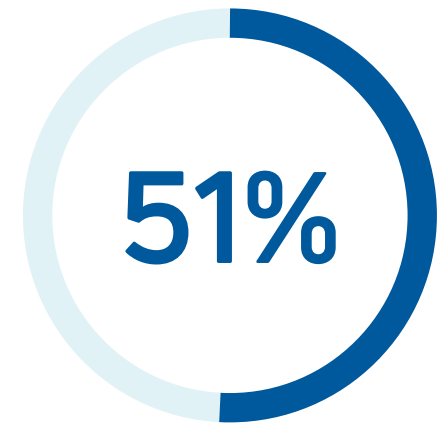
Jo Hemmings,
Behavioural
Psychologist

Behavioural Psychologist Jo Hemmings explains: "When we have done something the same way and at the same time every day for much our lives, we can easily become averse to change.

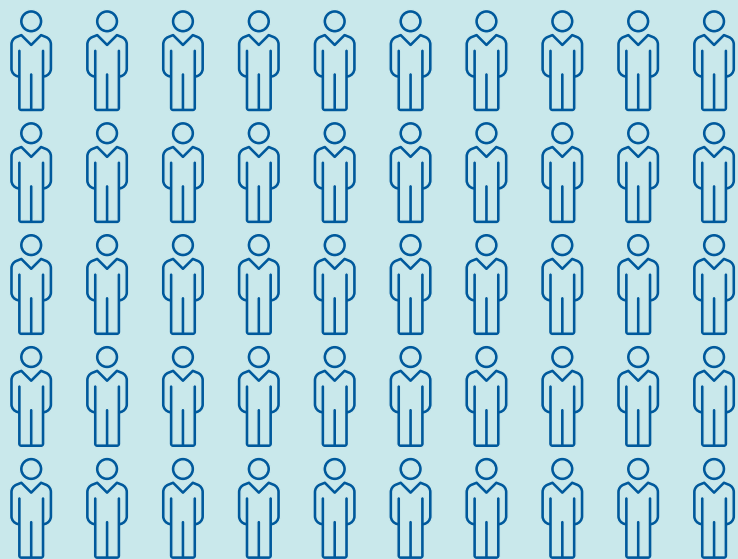
"We may experience uncertainty or anxiety when we consider stepping outside of our familiar comfort zones.

"It can make us feel as if we are out of control, that our familiar routines are subject to disruption and we don't have any reassurance that making changes will make us feel better, rather than worse.

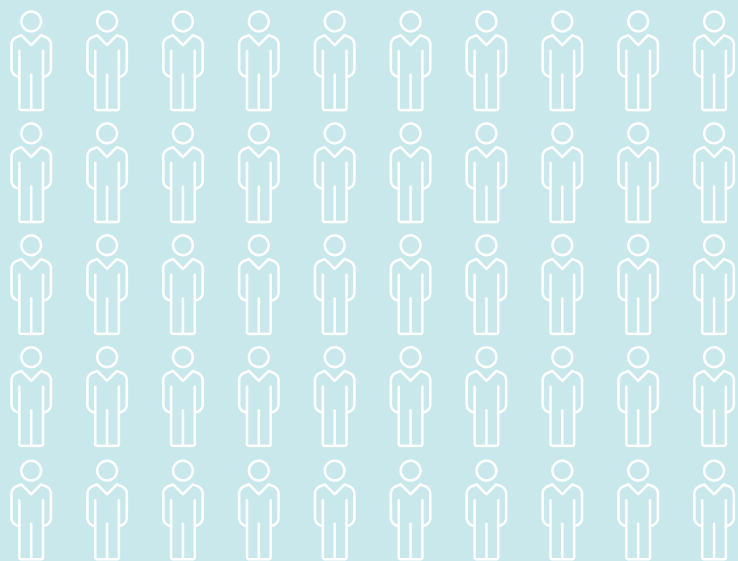
"Sometimes previous negative experiences can inform our reluctance to change. We may have tried something once, but it didn't feel right and so we become even more resistant to changing our behaviour. We may even have to learn new skills to effect change and we can't see why that might enhance our wellbeing."



of people
wish for **more**
excitement in life



50% of people wish they were **more spontaneous**



Jo continues, “opening our minds to new experiences can improve our perspective on life, help us be more empathetic and keep us motivated, connected and adaptable.

“Embracing change gives us opportunities to become more adaptable and resilient, to achieve personal growth and development and can prevent us getting stuck in unhealthy habits. It also can act as a preventative measure for health issues that may occur further down the line.



“We also have cognitive biases. These inclinations to believe that we are right and whatever we may read or be recommended is wrong, can become embedded in our psyche and make us reluctant to accept that any change or adjustment of our routine could be a positive thing.

“But change improves our critical thinking and allows us to be more open-minded. It gives us opportunities we may never have considered. It can empower us and create innovation and creativity in our lives in numerous ways.”

Health & habits

According to our recent survey, **one in seven** people worry their attitude to change may negatively affect their health.⁴

And although **61 per cent** feel like they have at times been 'stuck-in-a-rut', more than **one in three** recognise that making small changes is a great way to shake themselves out of it!

In a similar manner, making small tweaks to our daily habits can be a great way to improve our health and wellbeing.

Let's take our oral health as an example. Our survey revealed that our oral health routines are top of the list of daily habits that we would rather not change.

And whilst the majority (**80 per cent**) of people feel their oral health routine is effective, in fact, **three quarters** of adults don't use dental floss and **two thirds** don't clean between their teeth daily.



Oral health habits

25%
use dental floss

18%
use interdental brushes

27%
visit the dentist less than once a year

27%
have never visited the dental hygienist

The health benefits that come from cleaning between the teeth are too positive to ignore. Many people are unaware that cleaning their teeth with a traditional toothbrush only cleans up to **60 per cent** of the tooth's surface. This leaves behind a perfect breeding ground for harmful bacteria to develop between the teeth.

Over time, plaque build-up between the teeth can lead to cavities, gum disease and possibly even tooth loss. This can also have negative consequences for our general health and wellbeing, with various studies linking poor dental hygiene to conditions such as diabetes, arthritis, and heart disease⁵.

⁴ OnePoll, nationally representative survey of 2,000 UK consumers aged 18+, April 2022

⁵ Kotronia E, Brown H, Papacosta AO, Lennon LT, Weyant RJ, Whincup PH, Wannamethee SG, Ramsay SE. Oral health and all-cause, cardiovascular disease, and respiratory mortality in older people in the UK and USA. Sci Rep. 2021 Aug 12;11(1):16452. doi: 10.1038/s41598-021-95865-z. PMID: 34385519; PMCID: PMC8361186.



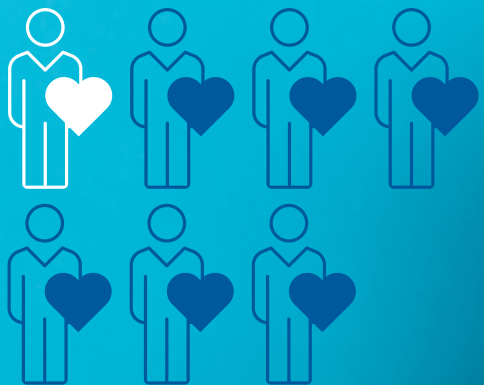
Amanda Sheehan
Clinical and Educational
Support Specialist at TePe

Expert view

Amanda Sheehan, Clinical and Educational Support Specialist at TePe, explains: "It is understandable that many people are apprehensive about changing their daily habits – including their oral care routine. However, it's important for people to be aware of the intrinsic link between our oral health and overall wellbeing.

"Because most dental disease starts between the teeth where food and plaque accumulate, along with regular dental appointments and brushing teeth twice a day, it's important to clean between the teeth daily, using floss or interdental brushes. In turn, incorporating interdental cleaning as part of your routine will surely then become a 'habit' that becomes hard to break!"

One in seven worry fear of change will affect their health



TOOTH TIPS!



Brush teeth twice a day



Choose a toothpaste with fluoride



Clean between your teeth (with floss or TePe Interdental Brushes)



Go to bed with clean teeth



Change your toothbrush once every three months



Use a tongue cleaner to remove plaque buildup



Visit the dentist

Make the change

Accepting change isn't the easiest thing in the world. However, it's important to acknowledge that change is not only inevitable but necessary to improve and to move forward.

Always sticking to the same routines and behaviours can leave us feeling emotionally stagnant and lacking in motivation⁶, but when we open our minds, and are willing to consider small changes, the net effect can be an overall improved level of wellbeing.



61%

say they have
been **stuck in a rut**

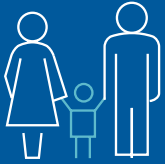
Adopting new habits, like healthy eating, regular physical activity, and good oral hygiene, may help to prevent serious health issues and after a while, will become a natural part of your daily routine.

The good news is, when we make even just little changes day to day, they can lead to a snowball effect, making us feel braver when it comes to facing the bigger changes life throws our way.

⁶ <https://www.masterclass.com/articles/how-to-get-out-of-a-rut>



Jo Hemmings, Behavioural Psychologist, shares her expert insight on how to introduce small changes to benefit a healthy lifestyle.



Take baby steps

There is no need to feel overwhelmed by making giant changes in our life. Take baby steps. It might be thinking about playing tennis or learning a language - research it a little, give it a go and take it slowly.



Your behaviour

If you have one bad day – or even a week – where you forget to make changes in your behaviour or feel unwilling to do so, that's okay. Just resolve to get back on track when you feel ready.



Practice mindfulness

This doesn't have to be meditation or yoga, it's just learning to live in the present, by practicing self-care. This could be anything from spending time in the outdoors or embracing your creative side.



Be patient

Remember why you are making small changes. You want to be healthier, fitter, or more successful in your work or personal life. Set little goals and reward yourself each time you reach those goals.

Change for good

Whether you are eating more fruit and vegetables and less fatty foods to have a better diet or using dental floss or interdental brushes to keep gum disease at bay, remind yourself that these little changes will reap you much bigger and long-term benefits in the future.

And don't forget, little changes can also make a big difference to the planet. We live in a world where our environment is at risk. Anything you can do from reducing your plastic usage, recycling materials, walking rather than driving or using sustainable products all add up to making a difference, however small that feels.



Spotlight on dental care: a little change goes a long way

Using TePe products daily is a small change we can make to our oral care routine to bring big benefits for our overall health. For over 50 years, TePe has been developing oral hygiene solutions which promote long-term oral health and quality of life for people worldwide.



What you need to know:

TePe Interdental Brushes

The traditional toothbrush is a staple in oral health kits across the country, but cleaning the teeth with a toothbrush alone only reaches up to 60% of your tooth surfaces: the top, front and back.

However, most dental disease starts between your teeth where food and plaque accumulate. It's important to clean the remaining 40% that the toothbrush misses to keep teeth and gums healthy.



TePe Interdental Brushes are **recommended by 94%** of UK dental hygienists⁷

That's where TePe Interdental Brushes come in. Developed in collaboration with dental professionals, daily use of TePe Interdental Brushes can help to prevent gum disease and cavities by ensuring as much debris is removed from between the teeth as possible.

TePe Interdental Brushes come in a variety of sizes, so you can find the perfect tool for getting between all of your teeth.



⁷ Survey of 201 dental hygienists in the UK, Ipsos, (2019)

Be clean and green

Did you know that keeping your mouth healthy is now greener than ever? TePe Interdental Brushes are made using 100% green energy and come in recyclable cardboard packaging. TePe has also switched the brush handles to more renewable sourced materials.



TePe Dental Floss (Contains Avocado Oil)

For those with narrower gaps between the teeth, TePe Dental Floss is the perfect choice for daily interdental cleaning. Through an advanced production process, TePe Dental Floss gives new life to plastic bottles, with 150 metres of floss 'saving' two 0.5 litre bottles from landfill.



Gentle and efficient, it's also free from PFAS chemicals, with a minty flavour to leave your mouth feeling fresh!



TePe has been certified to **ISO 14001 environmental standard** for **over 15 years.**



 Made in Sweden

TePe Choice™

For daily brushing, TePe Choice™ is a more sustainable option, with its reusable beechwood handle and three replaceable bio-plastic brush heads meaning less plastic, less waste, and a smaller carbon footprint.

Not only will it help to keep teeth and gums healthy, but making this small change to your oral hygiene routine will help to support a greener future.

TePe Daily™ and TePe Pure™

Developed by dental experts, TePe Daily™ and TePe Pure™ are gentle fluoride toothpastes, designed to cater for every member of the family, as well as those with sensitive gums, a sensitive oral mucosa, or dry mouth.

With benefits and tailored fluoride levels for each age group, TePe Daily™ is available in three varieties for adults, kids, and babies.

- **TePe Daily™** (for ages 7+) contains 1450 ppm fluoride and is low foaming, with no SLS and a mild peppermint flavour.
- **TePe Daily™ Kids** (3-6 years) contains 1000 ppm fluoride, no foaming agent, no SLS and has an extra mild minty flavour.
- **TePe Daily™ Baby** (0-2 years) can be used on baby's first tooth and contains no foaming agent and no added flavours or colouring, but has a sweet, natural taste.

Meanwhile, TePe Pure™ provides an effective daily clean for those who prefer a gentle, foam-free formula. It comes in two varieties; extra mild peppermint or unflavoured depending on your preferences and sensitivity levels.

As the name suggests, it has no colouring agents and no foaming agents but contains 1450 ppm fluoride for effective protection against caries and all the active ingredients required for healthy teeth and gums.

All TePe toothpastes are vegan, SLS-free, contain no unnecessary additives and come in 100% recyclable packaging.



To find out more about how making a little change to your oral health can help to keep your teeth and gums healthy, visit www.tepe.com/uk



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