

WHITENING RESULTS WITH GUAVA LEAF EXTRACT AND PAPAYA POWDER INFUSED WITH PEPPERMINT

ABSTRACT

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This study aims to evaluate the feasibility and future potential of launching an innovative teen-led business specializing in teeth whitening using natural ingredients, including guava leaf extract, papaya powder, and peppermint. The research demonstrates that these natural components effectively enhance oral care, contributing to both the physical health and emotional well-being of users. Purposive sampling was used to select dentists and entrepreneur students for this study. Data were collected through questionnaires within a quantitative experimental research design. The results showed that the natural teeth whitening product, enriched with guava leaf extract, papaya powder, and peppermint, significantly improved users' attitudes toward teeth whitening. Additionally, the respondents' feedback was instrumental in guiding the formulation of targeted marketing strategies for the whitening toothpaste, complemented by the proposed recommendations. This study highlights the critical role of understanding customer perceptions when introducing innovative oral care products, especially in the realm of teenage entrepreneurship. Five dentists and ten entrepreneur students, chosen for their expertise and connection to teeth whitening products, provided valuable feedback. Their input helped assess the effectiveness and market potential of a product combining guava leaf extract, papaya powder, and peppermint—not only improving oral health but also offering a promising business opportunity. Based on these insights, recommendations were formulated to enhance product development and marketing strategies to drive greater business success.

RECOMMENDED CITATION

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