

# Assumed Survey

**Dentist 1**

Colgate  
Crest  
Oral-B

**Dentist 2**

Colgate  
Crest  
Sensodyne

**Dentist 3**

Crest  
Oral-B

**Dentist 4**

Colgate  
Crest  
Oral-B  
Sensodyne  
Pepsodent

**Dentist 5**

Colgate  
Crest  
Oral-B  
Sensodyne

## **Results of this Survey:**

- “80 % recommend Colgate”
- “100 % recommend Crest”
- “80 % recommend Oral-B”

# Assumed Scientific Survey (Weak Evidence)

Dentist 1

Colgate  
Crest  
Oral-B

Dentist 2

Colgate  
Crest  
Sensodyne

Dentist 3

Crest  
Oral-B

Dentist 4

Colgate  
Crest  
Oral-B  
Sensodyne  
Pepsodent

Dentist 5

Colgate  
Crest  
Oral-B  
Sensodyne

## Results of this Survey:

- “80 % recommend **Colgate**”
- “100 % recommend **Crest**”
- “80 % recommend **Oral-B**”

# The Colgate Advertisement uses \_\_\_\_\_ as Scientific Evidence.



| Schwierigkeitsgrad \ Art des Wissens | Abstraktes Wissen (Vorlesung) | Anwendungswissen (Literatur) |
|--------------------------------------|-------------------------------|------------------------------|
|                                      | Einfach                       | Mittel                       |
| Mittel                               |                               |                              |
| Schwierig                            |                               |                              |

- a) **Animal & Cell Study**
- b) **Anecdotal & Expert Opinion**
- c) **Case Report**
- d) **Cohort Study**
- e) **Systematic Review**