

This is not just any toothbrush, this is an electric toothbrush (discovering joy in the mundane)

GEORGIA TRAYLOR - TRAINEE PLANNER/BUYER 11 APR 2019

BRANDS EDINBURGH OPINION

As a child I always detested brushing my teeth; it was a boring chore enforced by cruel parents. I now realise how indebted I am to my parents for constantly battling my dental aversion in the name of hygiene. But everything has changed now that I have an electric toothbrush.

My close friends will tell you that I am essentially on the cheer team for electric toothbrushes. I always have time to exhort their praises. I have been known to say, "An electric toothbrush changed my life." I say it because it is true. Brushing your teeth with an electric toothbrush? Or, as I like to think of it, giving your gums a massage.

The bit where your tooth meets your gum? It loves the buzzing bristles of an electric toothbrush. Night time brushing is better, because you have more time to really get right up into the gum tooth border. That isn't to say I don't love morning brushing. Think about when you leave the house in the morning and breathe that first breath of fresh air into your deliciously minty clean mouth. I *love* that moment.

You may wonder where I am going with this, but the recent revival of the M&S food porn campaign got me thinking. It has been 12 years since the M&S chocolate pudding advert (a brusher's nightmare) but they have managed to personalise the latest iteration of the campaign. It really brought the joy in eating to life: eating need not ever be mundane! Perhaps my passion for brushing my teeth is a bit over the top. But the reason I love my electric toothbrush so much is that it transformed 5 laborious minutes of my day into 5 joy filled minutes of my day. I hesitate to use the term mindfulness – I feel that some people find it off-putting – but I suppose that is what this is. Modern life is full of distractions and stresses: everyone should try to find a little calm or even a little joy in the mundane.

You can really benefit from focusing on small sensory experiences throughout your day. The chink of the spoon on your mug as you stir your cuppa. Sunlight coming in through the window and pooling on your desk. The smell of the nice hand washes in the office toilets. Devouring a delicious chocolate pudding. Look at a cloud. Or if all that fails, go and buy an electric toothbrush.

BRANDS EDINBURGH OPINION