

The present invention provides new dental care products comprising self-assembling peptides that are capable of undergoing self-assembly at a certain pH that are useful in dental care, in particular, useful for reducing or preventing demineralisation of teeth of a subject, in particular, for reducing or preventing further demineralisation of teeth of a subject. The dental care products comprises self-assembling peptides, in particular, comprise self-assembling peptides comprising the sequence of SEQ ID NO: 21, that are capable of undergoing self-assembly at a pH below 7.5, wherein the self-assembling peptides are essentially present in the dental care product in assembled form, and a pharmaceutically acceptable basis. The dental care product is an essentially solid product selected from the group consisting of chewing gum, soft chew, toffee, gelatin gum, chewy candy, chew toy, lozenge. Preferably, it is a chewy product. The dental care product is not abrasive. The dental care product is useful for reducing or preventing (further) demineralisation of a tooth surface of a subject with demineralised teeth, e.g., or a subject with xerostomia, hyposalivation, bruxism, gastroesophageal reflux disease, dentine hypersensitivity and/or tooth erosion. Preferably, it is also useful for cleaning the tooth surface. Products of the invention are useful for animals and humans. The invention also provides a process for preparing the dental care products of the invention. The invention enables non-targeted treatment of a plurality of teeth, and it is independent of the diagnosis of caries