15. A use according to Claim 10, wherein said therapeutic active material is selected from the group consisting of anticaries agents, tartar control agents, periodontal actives, whitening agents, antibacterials, vitamins, proteins, conditioning agents, and mixtures thereof.

16. A use according to Claim 1, wherein said applying step comprises applying said composition to the oral cavity of said subject.

17. A use according to Claim 16, wherein said functional material is a therapeutic active.

18. A use according to Claim 17, wherein said therapeutic active provides a systemic health benefit.

19. A use according to Claim 1, wherein said applying step comprises applying said composition to the skin of said subject.

20. A use according to Claim 1, wherein said applying step comprises applying said composition to the oral cavity of said subject for providing a systemic health benefit.

21. An oral or personal care composition comprising a plurality of visibly discernable lamellar fragments entrained in a carrier, wherein said fragments comprise a film forming material comprising a polymer selected from the group consisting of water soluble polymers, water dispersible polymers, water insoluble polymers, and mixtures thereof, and wherein said fragments have an aspect ratio of at least 5:1.

22. An oral or personal care composition according to claim 21, wherein said fragments have a non-random shape.

23. An oral or personal care composition according to claim 21, wherein said fragments comprise a matrix of the film forming material and a functional material.

24. A composition according to Claim 21, wherein said fragments have a thickness of less than 100 microns and a long dimension of greater than 600 microns.

25. An oral or personal care composition according to Claim 22, wherein said fragments have a thickness of less than 100 microns and a long dimension of greater than 600 microns.

26. A composition according to any one of Claims 21, 22, 24 or 25, wherein said polymer is a water soluble polymer selected from the group consisting of cellulose ethers, methacrylates, polyvinylpyrollidone, and mixtures thereof.

27. A composition according to any one of Claims 21, 22, 24 or 25, wherein each of said fragments has a thickness of less than 100 microns and a long dimension of greater than 0.2 mm.

28. A composition according to Claim 27, wherein said fragments are substantially lamellar, having a thickness of from 1.27×10^{-2}mm (0.5 mils) to 10.16×10^{-2}mm (4 mils).

29. A composition according to Claim 27, wherein said fragments have a length of from 0.5 mm to 10 mm; preferably wherein said fragments have a length of from 1.5 mm to 2.5 mm.

30. A composition according to any one of Claims 21 to 23, wherein each of said fragments has an aspect ratio of from 5:1 1 to 500:1; preferably wherein said aspect ratio is at least 10:1 to 100:1; preferably wherein said aspect ratio is at least 20:1 to 100:1.

31. A composition according to Claim 24 or Claim 25, wherein said fragments have an aspect ratio of at least 10:1 1 to 100:1; preferably wherein said aspect ratio is at least 20:1 to 100:1.

32. A composition according to any one of Claims 21, 22, 24 or 25, wherein said fragments have a polygon or elliptical shape.

33. A composition according to anyone of Claims 21, 22, 24 or 25, wherein said film comprises a plurality of first fragments and a plurality of second fragments, wherein said first fragments have a different composition or shape than said second fragments.

34. A composition according to Claim 21, wherein said carrier is opaque; preferably wherein said fragments have a reflective index different than the reflective index of said carrier.

35. A composition according to Claim 21, wherein said carrier is non-opaque; preferably wherein said fragments have a refractive index different than the refractive index of said carrier.

36. A composition according to any one of Claims 21 to 25, wherein said film fragments comprise a formulation colorant.

37. A composition according to Claim 36, wherein said colorant is selected from the group consisting of pigments, lakes, dyes, and mixtures thereof.

38. A composition according to any one of Claims 21, 22, 24 or 25, wherein said carrier is suitable for use in a deodorant, dentifrice, hair care composition, or skin care composition.

39. A composition according to any one of Claims 21, 22, 24 or 25, wherein said film fragments comprise a functional material; preferably wherein said functional material is a therapeutic active for the treatment or prevention of an oral care condition or wherein said functional material is a flavorant.

40. A composition according to Claim 21, wherein said film fragments comprise a functional material; wherein said functional material is a therapeutic active for the treatment or prevention of an oral care condition and wherein said active is selected from the group consisting of abrasives, anticaries agents, tartar control agents, antiplaque agents,

periodontal actives, breath freshening agents, malodour control agents, whitening agents, and combinations thereof.

41. A composition according to Claim 26, wherein said polymer comprises a cellulose ether.

42. A composition according to Claim 23, wherein said carrier is suitable for use in a oral care composition, hair care composition, skin care composition, or deodorant composition; preferably wherein said carrier is suitable for use in an oral care composition.

43. A composition according to Claim 23, wherein said functional material is a therapeutic active; preferably wherein said therapeutic active is for the treatment or prevention of an oral care condition; preferably wherein said active is selected from the group consisting of abrasives, anticaries agents, tartar control agents, antiplaque agents, periodontal actives, breath freshening agents, malodour control agents, whitening agents, stain prevention actives, salivary stimulants, and combinations thereof.

44. A composition according to Claim 23, wherein said functional material is a flavorant.

45. A composition according to Claim 23, wherein said film comprises a compatibility enhanced active; preferably wherein said carrier is suitable for use in a dentifrice, and said active is selected from the group consisting of cationic antimicrobials, calcium salts, fluoride salts, proteins, and mixtures thereof.

46. A composition according to Claim 23, wherein said film comprises a controlled release composition comprising said functional material.

47. A composition according to Claim 23, wherein said film has a Dissolution Value operable to effect release of said functional material during use of said composition as a Dissolution Value of at least 5 seconds.

48. A composition according to Claim 23 wherein said fragments have a thickness of from $25.4x10^{-4}$mm (0.1 mils) to $25.4x10^{-2}$mm (10 mils); preferably wherein said fragments have a length of at least 0.2 mm; preferably wherein said fragments have a length of from 0.5 mm to 10 mm; preferably wherein said fragments have a length of from 1.5 mm to 2.5 mm.

49. A composition according to Claim 23, wherein said fragments are of a non-random shape; preferably wherein said fragments are of a repeating shape; preferably wherein said shape is a polygons or elliptical shape.