CLAIMS

1. A dental care product comprising

   (i) self-assembling peptides comprising the sequence of SEQ ID NO: 21, wherein the self-assembling peptides are essentially present in the dental care product in assembled form, and

   (ii) a pharmaceutically acceptable basis,

   wherein 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, or tablet,

   and wherein the dental care product is not abrasive.

2. The dental care product of claim 1, wherein self-assembling peptides in assembled form are embedded in the pharmaceutically acceptable basis, which preferably is a gum base comprising ingredients selected from the group comprising polymers, plasticizers and/or resins.

3. The dental care product of claim 2, wherein the gum base comprises

   a) synthetic ingredients selected from the group consisting of butadiene-styrene rubber, isobutylene-isoprene copolymer, paraffin, petroleum way, petroleum wax synthetic, polyisobutylene polyvinyl acetate, polyisobutadiene and isobutylene-isoprene copolymers, low molecular weight elastomers such as polybutene, polybuta-diene and polyisobutylene, vinyl polymeric elastomers such as polyvinyl acetate, polyethylene, vinyl copolymeric elastomers such as vinyl acetate/vinyl laurate, vinyl acetate/vinyl Stearate, ethylene/vinyl acetate, polyvinyl alcohol or mixtures thereof, and/or

   b) natural ingredients selected from the group consisting of chicle, chiquibul, crown gum, gutta hang kang, massaranduba balata, massaranduba chocolate, nispero, rosdinha, Venezuelan chicle, jelutong, leche saspi, pendare, perillo, leche de vaca, niger gutta, tuno, chilte and natural rubber.

4. The dental care product of any of the preceding claims, comprising gelatin, pectin, albumen, lecithin, maltitol/sorbitol or starch.

5. The dental care product of any of the preceding claims, wherein the concentration of self-assembling peptides is 0.1 - 5000 mg/kg, preferably, about 5-15 mg/kg.

6. The dental care product of any of the preceding claims, wherein said peptide comprises the sequence of SEQ ID NO: 22.

7. The dental care product of any of the preceding claims, wherein said self-assembling peptides comprise a sequence having at least 80% sequence identity to one of the sequences of SEQ ID NOs: 1, 3 or 20, wherein said peptide preferably comprises the sequence of SEQ ID NO: 1.

8. The dental care product of any of the preceding claims which does not comprise 0.4 wt% or more of mineral particles having a size of at least 0.1 μm,

wherein the dental care product optionally comprises at least one further ingredient selected from the group comprising

a) a polyol selected from the group comprising xylitol, erythritol and sorbitol,

b) a salt selected from the group comprising calcium carbonate and phosphate, and having a MOSH hardness of less than 3,

c) a pyrophosphate, and

d) a pH controlling agent.

9. A process for preparing a dental care product of any of the preceding claims, comprising steps of

a) providing a matrix of assembled self-assembling peptide,

b) providing a pharmaceutically acceptable basis, preferably, a gum base, wherein steps a) and b) can be carried out in any order, and

c) homogenizing the matrix of assembled self-assembling peptide and the pharmaceutically acceptable basis, optionally, together with other ingredients,

d) forming the dental care product and,

e) optionally, packaging the dental care product.

10. The dental care product of any of claims 1-8, obtainable by a process of claim 9.

11. The dental care product of any of claims 1-8 and 10 for use in reducing further demineralisation of a tooth surface of a subject with demineralised teeth, comprising orally administering the dental care product to the mouth of the subject, wherein the dental care product preferably is to be maintained in the mouth for at least 3 min.

12. The dental care product for use of claim 11, wherein the subject has a disease or condition associated with reduced remineralisation of teeth selected from the group comprising xerostomia, hyposalivation, bruxism, dentine hypersensitivity and/or tooth erosion, optionally, xerostomia associated with hyposalivation.

13. The dental care product for use of any of claims 11 or 12, wherein the dental care product is to be masticated by the subject, wherein, preferably, five minutes mastication increase the salivary flow by a factor of at least 10.

14. The dental care product for use of any of claims 11 to 13, wherein, upon mastication, the gum base cleans the tooth surface, and the matrix of assembled self-assembling peptide provides a film on the tooth surface that reduces or prevents further demineralisation of the tooth surface.

15. The dental care product for use of any of claims 11 to 14, wherein the dental care product reduces the incidence of caries.