**Abstract**

Fluoride is an important element to prevent dental caries. However, the long term ingestion of consumables, with greater fluoride ion concentration shall affect the human physiology. Based on this fact, tooth pastes, mouth wash, tea powder and soft drinks of different brands which are found to possess fluoride ions were collected and their concentrations were analyzed using Zirconyl Alizarin method. The output of the analytical data, indicates the requirement of fluoride intake for an individual at daily basis. Consolidation of the result form the baseline for the choice of better consumable product to suggest within the studied brands.