

# SWISSDENT

THE SWISS ART OF GENTLE WHITENING



# Which SWISSDENT product do I need?

	Toothpastes				Mouth-wash	Mouth-spray	Toothbrushes		
	EXTREME	GENTLE	CRYSTAL	BIOCARE			EXTREME	EXTREME	WHITENING
Strong tooth discolouration caused by coffee, tea, cigarettes	•				•	•	•		
Slight tooth discolouration		•			•	•	•		
Sensitive gums		•	•	•				•	
Sensitive teeth		•	•	•				•	
Thin tooth enamel (yellow teeth, especially older people)			•					•	
Exposed, sensitive root surfaces			•					•	
Inflamed gums				•	•			•	
Bad breath	•	•	•	•	•	•			
Aphtha	•	•	•	•	•	•			
Plaque	•	•	•	•	•		•	•	•
Titanium implants (oxidising with fluoride)			•	•	•	•	•	•	•
Ceramic/gold/metal crowns	•	•	•	•	•	•	•	•	•
Pre- and post-care of a professional bleaching			•				•	•	•
Suitable during pregnancy (fluoride-free)			•	•	•	•	•	•	•
Suitable for children (fluoride-free)			•	•			•	•	•



# The secret behind

SWISSDENT stands for gently whitening high-tech dental care which has been developed and patented by the Zurich dentist Dr. Vaclav Velkoborsky. All products are 100% made in Switzerland.

SWISSDENT's secret recipe is a special combination of high-tech and natural enzymes. Bromelain and papain, derived from pineapple and papaya respectively, remove plaque naturally from the tooth surface, acting in a similar manner to an «enzymatic peeling». Responsible for the actual whitening process (i.e., the oxidation of the accumulated colour pigments) are calcium peroxide ( $\text{CaO}_2$ ) and Oxygard®. With the aid of cutting-edge technology,  $\text{CaO}_2$  is micronized (reduced in size) so as to ensure that it is able to effectively target those areas which will benefit from its use.

SWISSDENT has developed a pioneering technology that refills the tooth structure with enamelled crystals through targeted and controlled remineralisation. The ingredients have the same physical properties as natural enamel. Thus the crystal lattice (tooth surface) that has been damaged by erosion is repaired. Microscopically small gaps in the enamel are refilled and the dentin is protected. The novel biomimetic remineralisation technology slows down the aging process, has a natural whitening effect and hardens the enamel.



**Doctor of Dental Science Vaclav Velkoborsky**  
Swiss graduate dentist, University of Zurich

**Memberships:**

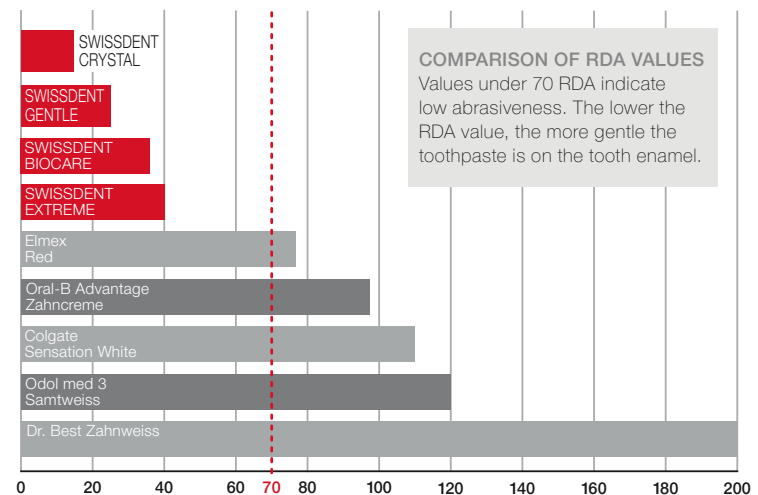
- AACD American Academy of Cosmetic Dentistry
- IADR International Association for Dental Research
- SDS Society for Dental Science

## GENTLE CLEANING, REMINERALISATION AND WHITENING

All SWISSDENT products have a low to very low RDA value and thus clean the tooth surface very gently, without being abrasive (RDA 14 – 40). Most whitening toothpastes have a very high RDA value of over 100.

Despite its low RDA, SWISSDENT has a high cleaning performance (PCR = pellicle cleaning ratio). Enzymes contribute to this high cleaning performance as they soften the dirt (plaque) and make it easier for it to «fall off» the tooth (the same principle as for detergents).

The chart below compares RDA levels of several toothpaste brands:



# What is different about SWISSDENT

The difference to any other toothpaste, toothbrush or mouthspray lies in the patented SWISSDENT innovations and high tech production made in Switzerland.

## Innovation 1

Microtechnology to whiten teeth without damaging the enamel

## Innovation 2

Very low RDA for minimally abrasive cleaning (RDA 14 – 40)

## Innovation 3

Gum rejuvenation through using Coenzyme Q10 and vitamin E in the toothpaste

## Innovation 4

Biomimetic remineralisation technology to repair mineral loss of the tooth enamel and work against dental aging

## Innovation 5

Biomimetalisation strengthens the tooth surface and protects against sensitivity

## Innovation 6

Oxygard® technology simultaneously whitens teeth and fights the bacteria associated with bad breath

## Innovation 7

Spoon cut toothbrush bristles for professional-grade home teeth cleaning

## Innovation 8

Handle design like a dental instrument for precision cleaning, and small head head to minimise the risk of damaging the gums

## Innovation 9

We are working on it stay tuned ...

# Toothpastes

## SWISSDENT EXTREME

Whitening toothpaste for stained teeth, RDA 40

SWISSDENT EXTREME whitening toothpaste is best suited to those with tooth discolouration caused by tea, coffee, red wine or tobacco. Of course, it can also be used by anyone wanting whiter teeth. Patented microtechnology whitens teeth while acting highly protective: tooth surfaces remain undamaged. A low RDA-value of 40 provides gentle, minimally abrasive cleaning of the teeth. Coenzyme Q10 and vitamin E contents support cell rejuvenation and promote the revitalisation of gums.

**Recommended use:** For optimum results, brush teeth three times a day for two minutes using the SWISSDENT PROFI toothbrush. To accelerate the whitening action, spray SWISSDENT EXTREME Mouthspray on the toothpaste before brushing your teeth. Do not rinse with water.



### Properties

- Patented SWISSDENT-Formula: Micronized calcium peroxide (0.1%) and fruit enzymes (Papain and Bromelain) remove plaque gently and mild polishing agents provide a perfect whitening result. Discolouration caused by colour pigments (e.g. from coffee, tea, tobacco) is gradually eradicated and teeth are brightened
- Fluoride compounds protect against caries and polishes the surface gently
- Added Coenzyme Q10 and Vitamin E promote healthy gums
- Sodium bicarbonate neutralises acids which can cause caries
- SLS-free (Sodium Lauryl Sulfate is a foaming agent which can cause aphtha and dehydrates the oral mucosa)
- Suitable for children over 7 years
- RDA 40
- 1180 ppm fluoride
- Not tested on animals

# Toothpastes

## SWISSDENT GENTLE

Whitening toothpaste for sensitive teeth, RDA 25

SWISSDENT GENTLE is an extra-gentle whitening toothpaste for those with sensitive teeth and mild staining. Patented microtechnology whitens teeth while acting highly protective: tooth surfaces remain undamaged. An extremely low RDA-value of 25 provides gentle, minimally abrasive cleaning of the teeth. Coenzyme Q10 and vitamin E contents support cell rejuvenation and promote the revitalisation of gums. Also suitable for use after restorative dental work such as crowns and caps due to its extra gentle abrasion level.

**Recommended use:** For optimal results, brush teeth three times a day for two minutes using the SWISSDENT PROFI toothbrush. To accelerate the whitening action, spray SWISSDENT EXTREME Mouthspray on the toothpaste before brushing your teeth. Do not rinse with water.



### Properties

- Patented SWISSDENT-Formula: Micronized calcium peroxide (0.1%) and fruit enzymes (Papain and Bromelain) remove plaque gently and mild polishing agents provide a perfect whitening result. Discolouration caused by colour pigments (e.g. from coffee, tea, tobacco) is gradually eradicated and teeth are brightened
- Fluoride compounds protect against caries
- Added Coenzyme Q10 and Vitamin E promote healthy gums
- SLS-free (Sodium Lauryl Sulfate is a foaming agent which can cause aphtha and dehydrates the oral mucosa)
- Suitable for children over 7 years
- RDA 25
- 1180 ppm fluoride
- Not tested on animals

## SWISSDENT CRYSTAL

Whitening toothpaste, repair & remineralisation, RDA 14

Engineered with patented biomimetic remineralisation technology, SWISSDENT CRYSTAL repairs the mineral loss from the tooth enamel with its natural constituent formula, working against dental aging, protecting from cavities, reducing sensitivity and nourishing the teeth from the inside out. It adds a new layer of tooth enamel.

**Recommended use:** Great for teeth that have been excessively bleached. For best results use CRYSTAL before bedtime and do not rinse with water. This extended action of the effective ingredients on tooth enamel will bring even better regenerative and anti-ageing results.



### Properties

- The white colour of «new» minerals gives the teeth a younger, whiter shade
- The patented formula also contains the natural fruit enzyme papain in combination with zinc for effective plaque and pigment elimination
- The extraordinarily low RDA value ensures super-sensitive, nonabrasive cleaning of teeth
- SLS-free (Sodium Lauryl Sulfate is a foaming agent which can cause aphtha and dehydrates the oral mucosa)
- Suitable for children over 4 years
- RDA 14
- Parabene-free
- Fluoride-free
- Not tested on animals



# Toothpastes

## SWISSDENT BIOCARE

Natural whitening & regenerating, RDA 38



SWISSDENT BIOCARE has been developed with an innovative, active ingredient combination (biomineralisation) that strengthens the tooth surface and protects against sensitivity – for strong, healthy teeth that ward off new discolorations.

Active ingredients deposit in the smallest cracks and thus protect tooth enamel. Alpha-hydroxy acids (AHA) contribute to gingival regeneration and support cell renewal. Plant extracts inhibit plaque formation and improve gingival health.

**Recommended use:** BIOCARE toothpaste is suitable for daily tooth care. For optimal results, the toothpaste should merely be spit out but not rinsed with water before going to bed. BIOCARE is able to act while you sleep. Also suitable for children over 4 years.



### Properties

- The combination of hydroxy apatite, L-arginine, L-carnitine and Elephantopus mollis extract strengthens the tooth surface, protects against sensitivity and prevents new discolorations
- Plant extracts inhibit plaque formation and improve gingival health
- The natural enzyme papain helps remove discolorations
- Alpha-hydroxy acids (AHA), hyaluronic acid and gotu kola extract regenerate and protect the gingiva
- Suitable for children over 4 years
- Low abrasion, RDA 38
- SLS-free (sodium lauryl sulphate is a cleansing agent that can cause aphthae and dries the oral mucosa)
- Fluoride-free
- Without: gluten, lactose, triclosan, artificial flavourings, PEG-derivates, parabenes
- Vegan
- Not tested on animals

# Toothbrushes

## SWISSDENT BIO

Bio-based material without plastic packaging



SWISSDENT BIO toothbrushes are packed in an ecological triple cardboard box to avoid unnecessary plastic waste. Everything including bristles are made out of bio-based plastic, which was produced with renewable castor oil instead of limited fossil raw materials (petrochemicals) as in ordinary plastic. Castor oil was chosen as component of the bio-based plastic because it grows in the Mediterranean (in contrast to bio-based plastic made out of sugar cane, which has to be imported from over-seas). Castor oil is a renewable natural product that is produced from the seeds of the Ricinus Communis miracle tree. It's neither used as food nor as animal feed, and its cultivation therefore does not compete with the areas under cultivation for food.



### Properties

- Toothbrushes made of bio-based plastic
- Sustainable dental care from renewable raw materials (castor oil, no petrochemicals)
- Packed in cardboard box, without plastic packaging
- Small brush head reaches even the most difficult areas of the mouth
- Bristles with spoon cut for optimal tooth cleaning
- Toothbrush shape like a dental instrument for precise cleaning without damage to the gums
- Soft bristles (0.15 mm)



# Mouthwash

## SWISSDENT EXTREME

Whitening Mouthwash

SWISSDENT EXTREME Mouthwash ensures long-lasting fresh breath. Thanks to patented Oxygard® technology, daily use whitens teeth gently. This is proven in a university-led study. The EXTREME Mouthwash also inhibits bacterial growth and plaque formation.

**Recommended use:** Rinse mouth with 1/4 capful of undiluted mouthwash for 30 seconds after brushing with EXTREME/GENTLE toothpaste. Do not eat or drink anything for at least one hour. Best used before going to bed.



### Properties

- Patented Oxygard® technology: Superior whitening effect, proven in university-led dental research studies
- Neutralises mouth odour caused by smoking, drinking or food, for long-lasting fresh breath
- Gentle teeth whitening
- Accelerates the whitening effect of SWISSDENT EXTREME/GENTLE toothpaste
- Provides protection for the gums
- Alcohol-free; ideal for sensitive gums
- Contains no added colours and does not discolour teeth
- Suitable for children over 6 years
- Fluoride-free
- Not tested on animals

# Mouthspray

## SWISSDENT EXTREME

Whitening Mouthspray

SWISSDENT EXTREME Mouthspray ensures instant fresh breath after smoking, alcohol or food. Thanks to patented Oxygard® technology, it whitens the teeth gently. This is proven in a university-led study. It also helps fight the bacteria associated with bad breath.

**Recommended use:** Can be used in case of bad breath or as an accelerator for EXTREME/GENTLE whitening toothpaste. Spray the toothpaste before brushing. 2-3 applications are enough. We recommend moderate use in case of sensitive teeth.



### Properties

- Patented Oxygard® technology: Contains whitening ingredients to brighten teeth, proven in university-led dental research studies
- Neutralises odours caused by smoking, alcohol and food
- Restores the mouth to a healthy pH-level
- Gentle teeth whitening
- Accelerates the whitening effect of SWISSDENT EXTREME/GENTLE toothpaste
- Fits neatly into handbag or pocket for on-the-go freshness
- Suitable for children over 6 years
- Fluoride-free
- Not tested on animals



# Toothbrushes

## SWISSDENT PROFI

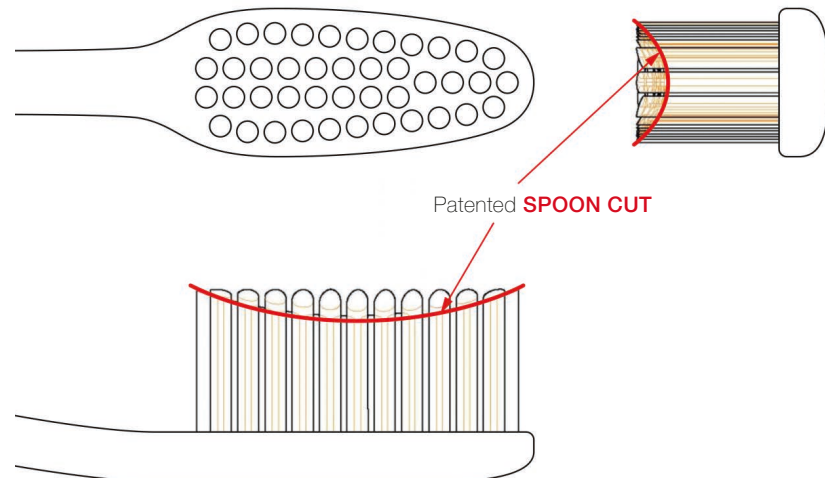
Toothbrushes

Our patented and award-winning SWISSDENT toothbrushes have a small brush head that reaches even the most difficult areas of the mouth. The concave (spoon-shaped) bristle field embraces the convex contours of the tooth and is also gentle on the gums.

The handle was modelled on a dental instrument to facilitate manipulation. This special SWISSDENT form is unique and patented. SWISSDENT PROFI was also winner of the **Red Dot Design Award** for «Best Design».



reddot design award



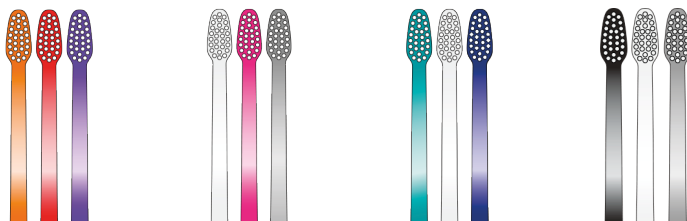


# PROFI WHITENING

WHITENING toothbrushes in red packaging improve the whitening effect of the tooth-pastes thanks to special bristles (soft):



There are several different colour combinations available in triple packs (2+1):

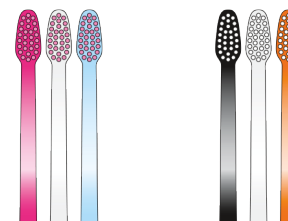


# PROFI GENTLE

GENTLE toothbrushes in silver packaging for extremely sensitive teeth and gums (extra-soft bristles):



There are several different colour combinations available in triple packs (2+1):

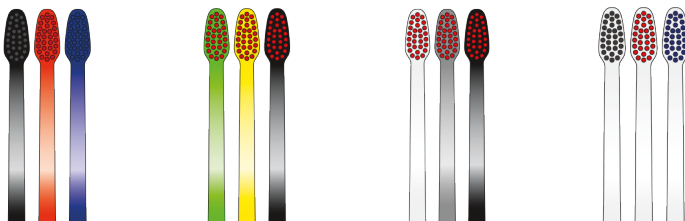


# PROFI COLOURS

COLOURS toothbrushes in green and blue packaging in many cheerful colour combinations (medium-soft bristles):



There are several different colour combinations available in triple packs (2+1):



# SWISSDENT history

SWISSDENT Cosmetics AG is based in Zurich, Switzerland. It was founded in 2006 by the Swiss dentist Dr. med. dent. Vaclav Velkoborsky.

As a practicing specialist in cosmetic dentistry, Dr. Velkoborsky developed a particular interest in dental whitening procedures and has become an authority on the subject. Popular bleaching methods often have negative side effects, such as hypersensitivity and enamel damage. Through his patients Dr. Velkoborsky recognised the need for a gentle, mineralising and whitening toothpaste, and embarked in 2005 on the development of a formula which utilised the latest dental knowledge and technology and which contained only the finest ingredients. SWISSDENT's unique formula was patented and provides gentle whitening and a highly effective teeth cleaning.

Today, SWISSDENT Cosmetics AG employs a range of specialists in the area of development of innovative dental care products and holds several patents. All products are 100% Swiss Made and are subject to strict Swiss quality controls.

# Showroom

All SWISSDENT products are on display at our head office in Zurich, Rotbuchstrasse 2, near Schaffhauserplatz.

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