

## SmileSense™ with BritePop™ Technology Toothpaste (with Hydroxyapatite / Fluoride Free)

Where Science meets excitement...

Transform your daily oral care into an exhilarating adventure with our minty fresh Hydroxyapatite toothpaste. Crafted with the fluoride alternative and enriched with a luxurious suspension of organic coconut oil.

Immerse yourself in the excitement of our Triple Whitening System, which integrates baking soda with both micro and macro silica, ingeniously designed to remove stains, combat plaque, and leave you feeling moisturized and refreshed.

*But wait, did we tell you about the exciting part?*

It has a built in-timer and pops for a sensational brushing duration.



### The Science Behind the Product

SmileSense™ elevates oral care with its Triple Whitening System, a blend of baking soda, micro, and macro silica that delivers unparalleled results:

1. **Color Correction:** Dive into the essence of brilliance with our cutting-edge formula that naturally brightens and minimizes underlying stains, revealing the true luminosity of your smile.
2. **Surface Stain Removal:** Tackle everyday staining with precision, gently eradicating surface discolorations while preserving the enamel's strength and health.
3. **Purification:** Experience a harmonious cleanse as our unique combination of ingredients purifies your teeth, leaving them sparkling with a pristine, luminous finish.

**⌚ Pop Crystals pioneers' fun brushing timers:** Turn brushing into an immersive experience! Embedded Pop Crystals burst and fizzle, offering a fun and tactile sensation that lasts nearly two minutes – the dentist-recommended brushing duration. It's like a tiny party in your mouth, guiding you to brush sufficiently every time.

**💧 The Desert Effect & Long-Lasting fresh Breath:** Saliva is the mouth's elixir. With its intrinsic hydrating properties and the pH balancing properties of baking soda, SmileSense™ also features Organic Coconut Oil, Xylitol, and the triple mint blend of Spearmint, Peppermint, and Menthol contributing to the defense against the parching 'Desert Effect', breathing life back into the oral ecosystem and enhancing salivatory production.



**2+ Timer** = This showcases the product has a built-in timer with the BritePop technology using Pop Crystals that are likely to pop for 2+ minutes.



**Triple Whitening** = This showcases the Triple Whitening dynamic. Baking Soda, Micro Silica and a Macro Silica are used to help keep teeth white and remove stains.



**Triple Minty Blend** = This showcases the triple mints used to achieve the flavor and aroma of our toothpaste. (Spearmint, Peppermint, Menthol)



**Anti-Cavity Support**= The Hydroxyapatite formula offers remineralization and protection like fluoride.



**Microbiome+** = The formula is anti-microbial, anti-bacterial, and anti-fungal. It keeps the good stuff and eliminates the bad.



**Lasting Freshness & Protection** = The fluoride formula leaves long lasting fresh breath, and its ingredients are known to help strengthen enamel.

## Key Benefits

- Triple Mint blend provides lasting freshness
- Fun and tactile sensation
- Pop Crystals act as an integrated timer
- Ingredients help reduce teeth sensitivity
- Moisturizing Effect
- Offers a Triple Whitening System
- Helps balance the mouth microbiome by reducing buildup of harmful bacteria
- Supports healthy oral hygiene
- Ingredients support Enamel
- Full Organic Oil Suspension
- Enjoyable cooling effect
- Remineralization Support
- Helps minimize plaque formation with brushing morning and night
- Sugar-free, contains sugar-free sweeteners
- Formulated with NO Sulfates ~ SLS free
- Formulated with NO Parabens
- Formulated with NO Animal By-Products
- No Animal Testing
- Vegan
- Cruelty-free

## Key Ingredients

**Hydroxyapatite:** a naturally occurring form of Calcium Phosphate, which is the main component of tooth enamel and bone. Known in oral care products as a biocompatible calcium phosphate. It helps to strengthen and repair weak spots in the enamel.

**Organic Coconut Oil:** Medium-chain Triglycerides (MCT Oil) has lauric fatty acids that naturally have antibacterial properties that may help reduce bacteria in the mouth. Its natural carrier oil properties make it an excellent vehicle for helping deliver other beneficial oral ingredients. Provides a creamy texture for a moisturizing effect on the gums.

**Pop Crystals:** edible granules that are a sugar free sweetener derived from beets. Pop Crystals are a type of confection that contains pressurized carbon dioxide, causing them to crackle & pop when they come in contact with moisture or saliva.

**Zinc Citrate Dihydrate:** a compound composed of Zinc, Citric Acid, and Water Molecules. Contains anti-microbial properties to help inhibit the growth and formation of plaque bacteria and dental tartar in the mouth.

**Tripotassium Citrate:** Active ingredient compound derived from Citric Acid and is a source of Potassium Ions. Known to reduce sensitivity and discomfort of the teeth by blocking dentinal tubules. May contribute to reducing the formation of dental tartar on the teeth. It can help maintain the pH balance in the mouth by helping neutralize acidic conditions in the oral cavity. This can minimize the potential for acid-related damage to teeth.

**Non-Cariogenic Sweeteners:** Non-Cariogenic Sweeteners used in the SmileSense™ toothpaste, such as Stevia, Erythritol, Monk Fruit and Sorbitol, offer significant benefits. They may help reduce the risk of dental caries, such as tooth decay by not serving as food sources for decay-causing bacteria in the mouth. These sweeteners can reduce the risk of dental cavities and promote oral health without sacrificing the pleasant taste that encourages regular toothpaste use.

**Silica:** known as Silicon Dioxide, plays a crucial role in the cleaning and polishing action of toothpaste during brushing. Serves as a non-erosive, gentle abrasive to help remove surface build-up, dental plaque, stains, and debris. The polishing effect helps smoothen the tooth surface to help them feel cleaner and smoother. Can help remove surface stains on the teeth contributing to a brighter & whiter appearance.

**Sodium Bicarbonate:** commonly known as baking soda, is a gentle abrasive that aids in the mechanical cleaning & polishing during brushing. It has a lower abrasivity index, so it is considered relatively gentle on tooth enamel. It can help to remove dental plaque, surface stains, and debris from the teeth. It is alkaline in nature and can help neutralize acids which promotes a more balanced pH in the mouth. This can potentially slow down enamel staining. Can help reduce bad breath and halitosis because a balanced mouth is a less

favorable environment for the growth of odor-causing bacteria. It can help remove surface stains on the teeth contributing to a brighter & whiter appearance.

**Xylitol:** A naturally derived sweetener from beets or husks that have impressive bacteria inhibiting properties. May be found due to its effect on plaque and pH levels to possibly be non-fermentable by oral bacteria so the bacteria cannot metabolize it to produce acids. When found to do so, it can help minimize the possibility of tartar and plaque build-up and assist with remineralization.

**Spearmint, Peppermint, and Menthol:** a natural compound derived from leaves of the Peppermint Plant. Known for its cooling, minty, & refreshing properties that provides a pleasant sensation during & after brushing your teeth. The powerful aroma can help mask bad breath & halitosis. The cooling sensation can provide a sense of relief.

## **Directions for Use**

Apply at least a ½ inch strip of the toothpaste onto a soft bristle toothbrush. In the AM & PM, for up to 2 minutes, gently brush your teeth using small circular motions. Work your way slowly around your mouth, addressing every area of the teeth (outer, inside, and the chewing surface).

Open wide and angle your toothbrush toward the gum line. Rinse your mouth and toothbrush.

With fresh toothpaste, brush the surface of your tongue reaching as far as comfortable into your mouth. Rinse again.

Follow up by flossing between all your teeth at least once a day.

Do not swallow.

### *Please Note:*

Maintaining good oral hygiene practices such as regular brushing, flossing, tongue scraping, and regular dental check-ups is crucial for overall dental health.

If you have specific dental concerns or conditions, it is always best to consult with your dentist for personalized recommendations based on your oral health needs.