

SmileSense™ with BritePop™ Technology Toothpaste (with Stannous Fluoride)

Where Science meets luxury...


Brighten your oral care routine with this minty fresh, fluoride toothpaste featuring Stannous Fluoride and a Triple Whitening System infused with baking soda, micro and macro silica that helps combat stains, plaque, and dry mouth while enjoying a unique, advanced brushing sensation with unparalleled dental fun.


The Science Behind the Product


Step into the future of oral care with SmileSense™, where meticulous science meets the ultimate in comfort and dental well-being. This is where luxury becomes a part of your daily routine, offering an extraordinary experience in maintaining your smile.

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 sizzle, 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 & the SmileSense™ Response:** 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.

 **Antibacterial, Antimicrobial, and Antifungal:** Powerhouse of protection that harnesses the strength of nature and science. SmileSense™ goes beyond just beautifying your smile; its ingredients help to actively ward off bacteria, microbes, and fungi, ensuring a holistic oral shield for your teeth and gums.



 **The Cavities Conundrum:** SmileSense™ with fluoride proactively defends against those stealthy tooth gremlins by neutralizing plaque and acid attacks which helps make the surface of your teeth more resistant to cavities.



In order of appearance on the graphic from left to right:

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)

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

Anti-Cavity = The fluoride formula offers teeth protection from cavity forming bacteria.

Lasting Freshness & Protection = The fluoride formula leaves long lasting fresh breath, and its ingredients are known to help strengthen enamel and prevent dental cavities. The fluoride formula also has the added benefit of long-lasting protection.

Key Benefits

- Triple Mint blend provides lasting freshness
- Fun and tactile sensation
- Fluoride formula helps teeth be more resistant to cavities
- 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
- Remineralization Support
- Can help minimize plaque formation when 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

Stannous Fluoride: anti-bacterial agent that protects the teeth against dental caries, tooth decay, cavities, plaque, and tooth sensitivity. May help reduce dental tartar / plaque build-up on the teeth. May support remineralization of enamel to help fight early stages of tooth decay.

Organic Fractionated 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 Xylitol, 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 caries 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.

Stevia: a zero-calorie sweetener and flavoring agent derived from the leaves of the Stevia Rebaudiana Plant. Stevia 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 that can potentially lead to cavities & tooth decay.

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

Due to the natural oils in the formula, the toothpaste may experience slight separation. Simply shake before opening and using it.

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.

Some may experience temporary side effects such as mild irritation or staining with stannous tin fluoride products.

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.