

# ORAL CARE



BRILLIANT SMILE™

SWEDEN

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Most oral care products currently marketed as low-budget “whitening” products in stores, has no proven effect. The few products that have an actual effect usually achieve this by a high abrasion which will damage the teeth enamel. Therefore, abrasive toothpaste should not be used daily for extended periods.

Brilliant Smile’s oral care products dissolve surface stains and plaque using active ingredients without damaging abrasives. These ingredients have proven effect and are widely used in sophisticated dental care products. Studies proving the effectiveness of our active ingredients are well documented.

Unlike many other producers who have different toothpastes for different needs (sensitive, whitening, dental caries control etc.), Brilliant Smile have collected all advantages desired in one product regimen:

- Protects effectively against tooth decay and cavities
- Strengthens the enamel and contributes to better oral health
- Prevents, counteracts and soothes sensitivity
- Effectively removes and prevents plaque and tartar
- Prevents of periodontitis and gingivitis
- Prevents and counteracts bad breath
- Provides whiter teeth and prevents the formation of new discolorations

## 3 STEPS TOWARD A WHITER SMILE

1

### Mouthwash

Brilliant Smile whiteningevo mouthrinse dissolves surface stains and makes them easier to brush off. Use twice daily, rinse for 1 minute before brushing your teeth.

2

### Boost treatment

Brilliant Smile whiteningboost toothpaste is an intensive treatment for quick removal of surface stains. Use twice daily for 2 weeks, then switch to the toothpaste below.

3

### Toothpaste

Brilliant Smile whiteningevo toothpaste contains active ingredients that dissolve surface stains and protect the teeth, without any damaging abrasive effects on the enamel. Use twice daily, brush 2-3 minutes for best possible result.

# WHITENING<sup>evo</sup> TOOTHPASTE

BS090 65 ml x 12 pcs

Brilliant Smile has developed an exclusive gel-based toothpaste that effectively makes your teeth whiter without damaging abrasives, and contributes to better oral health. Using it twice daily effectively prevents the formation of discoloration and stains on the teeth, and protects teeth against cavities, plaque and tooth sensitivity. Brilliant Smile whitening<sup>evo</sup> toothpaste contains active ingredients that dissolve surface stains and gently clean the teeth without damaging the enamel.

*Instructions: Use twice daily together with the Brilliant Smile mouthrinse. Not recommended for children under 7 years. Pregnant and nursing mothers may safely use the toothpaste.*

## Active ingredients

- Hydroxyapatite re-builds and repairs tooth enamel, increases the strength and hardness of the teeth, and repairs exposed tubules thus reducing pain and sensitivity.
- Tetrapotassium Pyrophosphate prevents the formation of plaque and dissolves surface stains.
- Zinc Citrate prevents bad breath, and combined with Tetrapotassium Pyrophosphate prevents the formation of new stains effectively.
- Potassium Nitrate prevents tooth pain and sensitivity.
- Poloxamer forms a protective barrier on the teeth, which protects against the formation of new stains.
- Fluoride helps fight tooth decay.



RETAIL PRICE: 16 EUR

# WHITENING<sup>boost</sup> TOOTHPASTE

BS163 20 ml x 24 pcs

Intensive gel toothpaste that whitens your teeth using the Brilliant<sup>boost</sup>™ technology: a unique combination of active ingredients, which quickly removes surface stains without harmful abrasives.

*Instructions: Use twice daily for a minimum of 2 weeks, then continue with Brilliant Smile whitening<sup>evo</sup> toothpaste. Not recommended for children under 7 years. Pregnant and nursing mothers may safely use the toothpaste.*

## Brilliant<sup>boost</sup>™ technology

The Brilliant<sup>Boost</sup>™ Technology is a unique combination of active ingredients which effectively dissolves and removes surface stains without abrasion; tetrapotassium pyrophosphate, zink citrate, sodium tripolyphosphate and sodium bicarbon-

ate. Poloxamer creates a surface barrier that effectively protects the teeth from new surface stains. In addition, the toothpaste contains potassium nitrate which prevents sensibility, and fluoride to protect against cavities.



RETAIL PRICE: 11 EUR

# WHITENING<sup>evo</sup> MOUTHRINSE

BS131 250 ml x 12 pcs

Brilliant Smile's mouthrinse is a specially formulated prophylactic mouthwash, effective against surface stains, tooth sensitivity, plaque, cavities and tooth decay. The mouthrinse dissolves surface stains and coatings, making these easier to brush off. Therefore, it is preferably used in combination with Brilliant Smile toothpaste.

*Instructions: Use twice daily. For optimal results, rinse mouthwash for 1 minute before brushing your teeth with Brilliant Smile toothpaste. Do not drink or swallow. Pregnant and nursing mothers may safely use the mouthwash.*

**Active ingredients:** Fluoride (1450ppm), potassium nitrate, tetrapotassium pyrophosphate, sodium citrate and poloxamer.



RETAIL PRICE: 21 EUR

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