



## BioDenta Toothpastes

Art no: See table below

### Effectiveness Inspired by Nature!

BioDenta™ is on a mission to create effective, natural and sustainable dental products. We're driven by a passion for supporting your teeth and the environment, using knowledge from around the world to make our products outstanding.

Our products are manufactured from the natural and purest ingredients filled and packed in mono-plastic tubes with Caps that are to be recycled together, all for the environment. Recycled cardboard with non-alcohol inks.

This is a toothpaste range for every taste, need and moment; it comes in 4 versions.



#### TOTAL CARE Toothpaste fresh mint

- High performance formula with a blend of natural peppermint

#### SUPERWHITE Toothpaste fresh mint

- Enhanced whitening formula with a powerful stain removal system

#### SENSITIVE Toothpaste

- With potassium citrate and hydroxyapatite for repairing benefits.

#### CHARCOAL WHITENING Toothpaste

- A powerful, low abrasion stain removal system to protect enamel.



#### Our products are:

- Sulphate Free
- Paraben Free
- Cruelty Free
- Vegan
- 98% natural

BioDenta is ofcourse not conducting any testing on animals.

For UK and USA: BioDenta Ltd, Cambridge - [www.biodenta.co.uk](http://www.biodenta.co.uk) - Call +44(0)7774 121 797  
For Europe: Group Beconfident Europe AB - [www.beconfident.com](http://www.beconfident.com) - Call +46(0)702-56 50 00

Biodenta™ belongs to BioDenta UK Ltd and Beconfident® are Top Quality Teeth whitening and oral care systems designed & Manufactured in Sweden. ISO 9001 & 14001 Certified. Beconfident® + WhiteAmin® + SimpleSmile® are registered trademarks in Europe and Beconfident® is a registered trademark in United States of America. IOS and Android Intelligent Apps belong to Beconfident Skincare AB. Other brands are pending.



## Working mechanism in short:

Toothpaste loaded with new ingredient's that no-one has ever included in a toothpaste before – such as unique White Charcoal for absorbing toxins and bad odours, Hyaluronic acid for anti-inflammatory gum health and vitamin C for overall strength just to mention a few.

For whitening teeth Calcium peroxide dissolves, the protein pellicle on teeth that attracts stains to the tooth surface and holds them captive. When the protein pellicle is dissolved, all the stains that are adherent to the pellicle are gently removed from the teeth without harsh ingredients such as hydrogen peroxide.

Calcium peroxide's slow oxygen release properties also makes it an ideal, cost effective, shelf-stable and natural alternative for whitening teeth. Daily use of the toothpaste during weeks and months, the small amount of oxygen released, has a steady whitening effect without harsh abrasive or strong detergents. Our products are cruelty free, Sulphate free, 98% natural and vegan.

## How to use:

How to use: Brush the teeth daily in the morning and in the evening for at least 2 minutes with the BioDenta range of Toothpastes.

## Unique Competitive Advantages

- Whitens teeth within two weeks
- Strengthens enamel
- Freshens breath
- Protects against plaque & cavities (1450ppmF-)
- Unique 2-step flavoring system
- Enamel-friendly technology without abrasive ingredients
- Works with both electric and manual toothbrush

## TOTAL CARE Fresh mint Ingredients:

Aqua, Hydrated Silica, Xanthan gum, Potassium nitrat, Charcoal Powder, Sorbitol, Calcium hydroxyapatite, Glycerin, Phthalimidoperoxycaproic acid, Sodium C12-18 Alkyl Sulfate, Sodium Saccharin, Mentha Arvensis Leaf Oil, Menthol, Sodium fluoride, Sodium benzoate, Citric Acid, Calcium peroxide, Phthalimido-hexanoic acid, Zinc acetate, Erythritol, Simmondsia Chinensis Seed Oil, Sodium Hyaluronate, Dicalcium Phosphate, Ascorbic acid, Monosodium Citrate, Polyvinylmethyl ether/Maleic Acid Copolymer, Limonene

## SUPERWHITE Fresh mint + Coconut Ingredients:

Aqua, Hydrated Silica, Xanthan gum, Potassium nitrat, Charcoal Powder, Sorbitol, Glycerin, Sodium C12-18 Alkyl Sulfate, Sodium Saccharin, Mentha Arvensis Leaf Oil, Menthol, Sodium fluoride, Sodium benzoate, Citric Acid, Aroma, Calcium peroxide, Zinc acetate, Erythritol, Simmondsia Chinensis Seed Oil, Sodium Hyaluronate, Dicalcium Phosphate, Ascorbic acid, Limonene

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### SENSITIVE Fresh Mint Ingredients:

Aqua, Hydrated Silica, Xanthan gum, Potassium nitrat, Charcoal Powder, Sorbitol, Glycerin, Calcium hydroxyapatite, Sodium C12-18 Alkyl Sulfate, Sodium Saccharin, Mentha Arvensis Leaf Oil, Menthol, Sodium fluoride, Sodium benzoate, Citric Acid, Calcium peroxide, Zinc acetate, Erythritol, Simmondsia Chinensis Seed Oil, Sodium Hyaluronate, Dicalcium Phosphate, Ascorbic acid, Limonene

### CHARCOAL WHITENING Fresh mint Ingredients:

Aqua, Hydrated Silica, Charcoal Powder, Xanthan gum, Potassium nitrat, Sorbitol, Calcium hydroxyapatite, Glycerin, Phthalimidoperoxycaproic acid, Sodium C12-18 Alkyl Sulfate, Sodium Saccharin, Mentha Arvensis Leaf Oil, Menthol, Sodium fluoride, Sodium benzoate, Citric Acid, Calcium peroxide, Phthalimido-hexanoic acid, Zinc acetate, Erythritol, Simmondsia Chinensis Seed Oil, Sodium Hyaluronate, Dicalcium Phosphate, Ascorbic acid, Monosodium Citrate, Polyvinylmethyl ether/Maleic Acid Copolymer, Limonene

### The box contains the following items:

75ml toothpaste inspired by nature.

### Product Data:

Art No	Dimension HxWxD(mm)	Gross Weight	Net Weight	Units Display Box	Units mastercart.	Unit EAN
See below	157x35x40 mm	111 gr	98 gr	12 pcs	48 pcs	See below
CPNP Code	cGMP - ISO 22716	Country of Origin	Quality Test Pharmacies	Box bio-degradable	Pallet	RRP Euro incl VAT(+/-)
	Follows	Sweden	YES	Yes	2520	5.90 € / 4.90 GBP

### Product Descriptions

Art No: EAN:

<b>BioDenta™ TOTAL CARE Toothpaste, Fresh Mint 75 ml.</b> 1450ppmF-	PL141998	7350064160077
<b>BioDenta™ SUPERWHITE Toothpaste. Mint + Coconut, 75 ml.</b> 1450ppmF-	PL141398	7350064160008
<b>BioDenta™ SENSITIVE Toothpaste, Fresh Mint, 75 ml.</b> 1450ppmF-	PL141598	7350064160053
<b>BioDenta™ CHARCOAL Whitening Toothpaste, Fresh Mint, 75 ml.</b> 1450ppmF-	PL141898	7350064160060

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