



Beconfident® Happie™ Children's Toothpaste

Art no: 142198

With a healthy, fluoride-free alternative, Happie® cherishes the smiles of the next generation.

Just like your child's first bites, as parents, you want the best toothpaste for your child. After all, the foundation for healthy, radiant teeth is laid in the first two years.

Brush the Happie way!

Happie is the child-friendly, fluoride-free toothpaste with hydroxyapatite—the very building block of tooth enamel—that makes brushing as natural as eating. Thanks to its subtle, mild vanilla flavour, your child will enjoy every brushing session and develop a familiar routine. Happie supports the natural protection of tooth enamel and is completely safe, even if swallowed. This way, you'll build a solid foundation together for a future with healthy teeth!

Carefully developed in Sweden and Netherland

Happie is a product by the Dutch dentist Samantha Sastroredjo and the Swedish manufacturer Beconfident®. Beconfident® develops oral health products based on natural, health-promoting ingredients and innovative technology. All products are tested and approved by dentists.

Description

Happie is a fluoride-free toothpaste with a mild vanilla ice cream flavour. Not sweet but pleasantly refreshing. The active ingredient and main component is Hydroxyapatite (HaP). This substance makes up 97% of your hard tooth enamel. It strengthens your enamel, whitens your teeth, and is completely safe to swallow (even accidentally).
contains coconut (has and inulin (a prebiotic), which health and gut flora.



The toothpaste also antibacterial properties) promote good oral



Group Beconfident Europe AB

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Of course it is

- Fluoride Free
- Sulphate Free
- Paraben Free
- Vegan
- 98% natural
- Free from artificial colorants
- Micro plastics free
- SLS Free

That's why happy®

Happie's mission is clear: bright smiles for our little ones by making brushing teeth fun. As a parent, you want the best for your child, don't you? With carefully selected natural ingredients, cheerful packaging, and an appealing flavour (vanilla ice cream), we encourage parents and children to develop good brushing habits from day one. And that ensures a lifetime of strong, healthy teeth and a bright future for your child.

'Every parent experiences stress or struggles while brushing their child's teeth. At Happie, we not only stand for a safe and child-friendly product, but we also want to encourage those enjoyable brushing moments.'

*Samantha
Dentist and Oral Care expert*

Highlights:

SAFE - Hydroxyapatite that repairs and remineralizes the enamel, reduces tooth sensitivity and protects against plaque and bacteria. Our high-performing natural ingredients create a healthy oral microbiome free of harm and fluoride free, gluten free, alcohol free and free from other common bad ingredients.

CHOOSE NATURAL - Happie believes a naturally derived recipe is mandatory for the integrity of a beautiful smile.

Happie COCONUT OIL - A premium one-of-a-kind toothpaste, made with organic Coconut Oil and Erythritol that tackles oral care in a whole new way; it coats the teeth in a luxuriously smooth layer that protects gums, repels bad breath and whitens teeth. No unnecessary ingredients, or over-done tastes.

FRESH AND FLAVOURFUL - With the innovative vanilla taste we have created an alternative to the need to always entice children with sweet fruit flavours.

PERFECT FOR SENSITIVE SMILERS - The gentle formula is designed to soothe and comfort sensitivity. Happie toothpaste protects gums from redness and inflammation. It's easy on tooth enamel and eliminates any discomfort. A great wholesome alternative to your overall wellness.

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CONTAINS NATURAL and NATRUE approved ingredients and the key principles of NATRUE:

- * Against greenwashing to reflect consumer expectations
- * Ensuring natural and organic ingredient clarity and product transparency
- * Guaranteeing independent certification
- * Supporting sustainable innovation and responsible consumption
- * Protecting the environment and promoting waste reduction
- * Stands up for animal welfare

SUMMARY

There is a growing concern among parents regarding the ingredients in children's toothpaste, particularly fluoride. While fluoride is recognized for its cavity preventing properties, there is a fine line between beneficial and excessive exposure, which can lead to fluorosis or other health issues in children. This concern has catalysed the search for safer alternatives, positioning Happie[®] at the forefront of this movement with its fluoride-free formula.

Central to Happie[®]'s product innovation is the utilization of hydroxyapatite, a naturally occurring mineral that is a primary component of tooth enamel and bone. Hydroxyapatite has been scientifically validated for its remineralizing properties, offering a safe and effective alternative to fluoride. This ingredient not only aids in the prevention of tooth decay but also aligns with the brand's ethos of using ingredients that are safe to swallow, addressing the inadvertent ingestion concerns during early toothbrushing practices.

This toothpaste has also changed the common children's toothpaste fruit/sugar path and replaced it with a subtle vanilla flavour.

How to use:

How to use: Brush the teeth daily in the morning and in the evening for at least 2 minutes with the Beconfident[®] Happie[®] Children's Toothpaste.

Unique Competitive Advantages

- Strengthens teeth by remineralizing enamel with Hydroxyapatite instead of Fluoride
- Subtle fresh vanilla taste – Natural flavouring
- Could be swallowed
- No sweet fruity flavour
- Reduces tooth sensitivity
- Enamel-friendly technology without low abrasive ingredients

The ingredients are:

Aqua, Glycerin, Hydrated Silica, Inulin, Xanthan Gum, Sodium Benzoate, Erythritol, Cocos Nucifera Oil, Decyl Glucoside, Calcium Hydroxyapatite, Menaquinone-7, Mentha Viridis Leaf Oil, Helianthus Annuus Seed Oil, Caprylyl Glyceryl Ether, Tocopheryl Acetate, Aloe Barbadensis Leaf Juice, Mentha Piperita Oil, Vanilla Planifolia Fruit Extract. Citric acid, Potassium Sorbate

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The box contains the following items:

60ml of Beconfident® Happie® Children's Toothpaste – Fluoride Free with HaP

* Low lifecycle impact due to the small orifice reducing waste in nature with 29% and therefore also last longer than other toothpastes. Even more economical. Recyclable monoplastic tube

Product Data:

Art No	Dimensio n HxWxD(m m)	Gross Weight	Net Weight	Units Display Box	Units mastercart.	Unit EAN
142198	157x32x40 mm	84 gr	75 gr	12 pcs	x	8720892666406
CPNP Code 5415527	GMP ISO 22716	Country of Origin	Quality Test Pharmacies	Box bio- degradable	Pallet	RRP Euro incl VAT(+/-)
	Follows	Sweden	YES	Yes	2700	6.90 €

The Beconfident® Toothpaste Story: Redefining oral health. From the inside out even for the small ones!

As oral health innovator we saw the potential by combining quality ingredients, adjusted for our most loved small persons in our life, into this formula – Resulting in a nonsweet, vanilla children's toothpaste with HaP (Hydroxy apatite) and Inulin that complete our range of natural toothpastes for adults.



Samantha, Children Dentist at her practice in Netherlands

MADE IN CLEAN ROOM
ISO CLASS 8
1200m³ AIR Exchange per hour
7 days a week

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