

# The new generation of Oral Care.



# 3 ASPECTS + 2 REASONS = 1 DENTAL TAB

## ASPECTS

- Time saver
- Convenience
- Travel

## REASONS

- Health
- Environment

## WHY DENTAL TABS?

A top quality product, with the optimum dosage of natural ingredients, saves time and:

- Is without preservatives,
- Helps to achieve radiant white teeth
- Gives a fresh feeling in the mouth all day
- Is handy and easy to use

## TRAVEL

The dry formulation makes the dental tabs ideal for flying, vacations and business trips. Tabs are available in several practical packages.

## HEALTH

Health is still our wealth! Tabs have many advantages over conventional toothpastes with average abrasivity

- values between 50 – 140 RDA - reg. toothpaste and tabs
- Low dentin abrasivity (RDA)\* of only 32 - PURLIFE tabs
- Strenghtens enamel
- Prevents cavities
- Reduces ulcers

## ENVIRONMENT

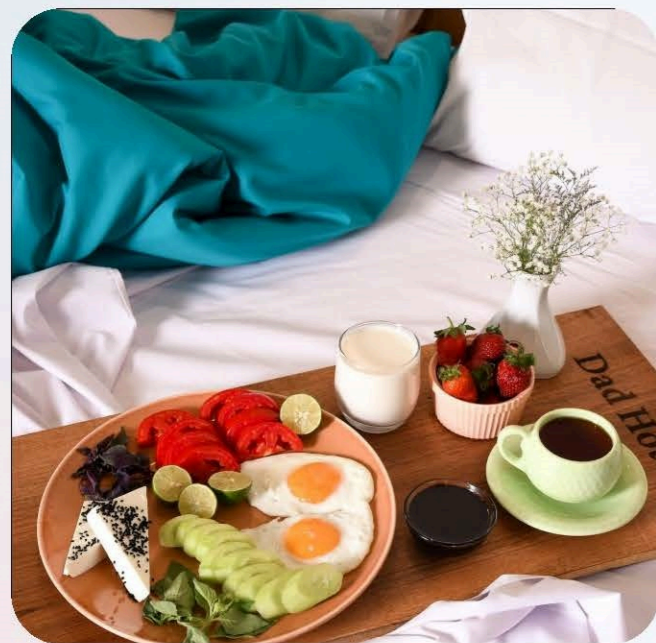
No more plastic tubes! Tabs are eco-friendly with 100% recyclable packaging.

- No animal testing
- Vegan
- Gluten Free
- Natural ingredients



# OPPORTUNITY

**HOTELS**



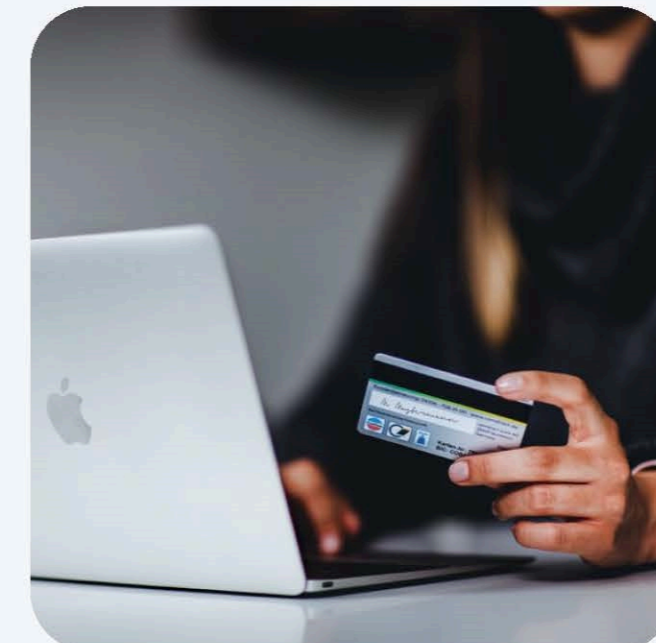
**AIRLINES /  
DUTY FREE SHOPS**



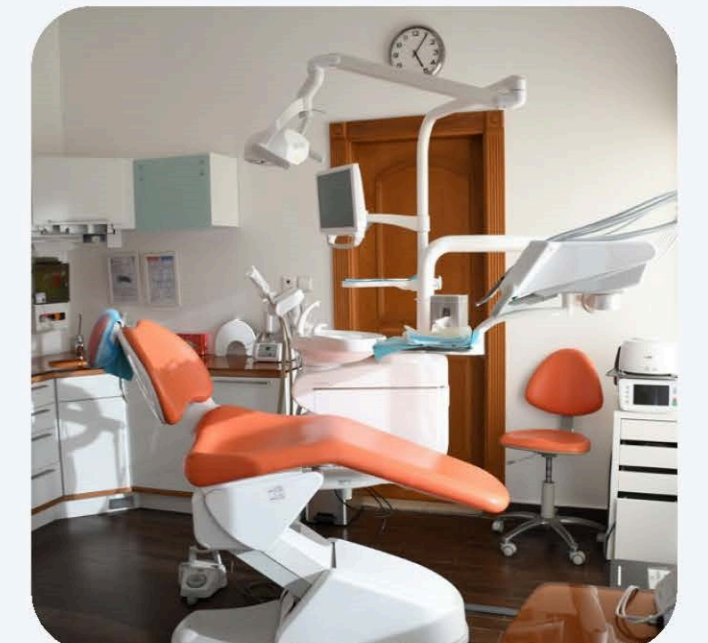
**HEALTH STORES &  
SUPERMARKETS**



**ONLINE  
STORES**



**DENTISTS &  
SPAS**



# TRENDS

## NATURAL PRODUCTS

- More and more people are becoming aware about the health benefits of maintaining good oral hygiene, they are getting inclined towards natural oral hygiene products.
- With increased expenditure on oral healthcare, consumers across the world have started taking preventive measures, which, in turn, has increased demand for innovative, natural and quality oral hygiene products.

Source: [www.factmr.com](http://www.factmr.com) & [www.businesswire.com](http://www.businesswire.com)

## ENVIRONMENTALLY FRIENDLY PRODUCTS

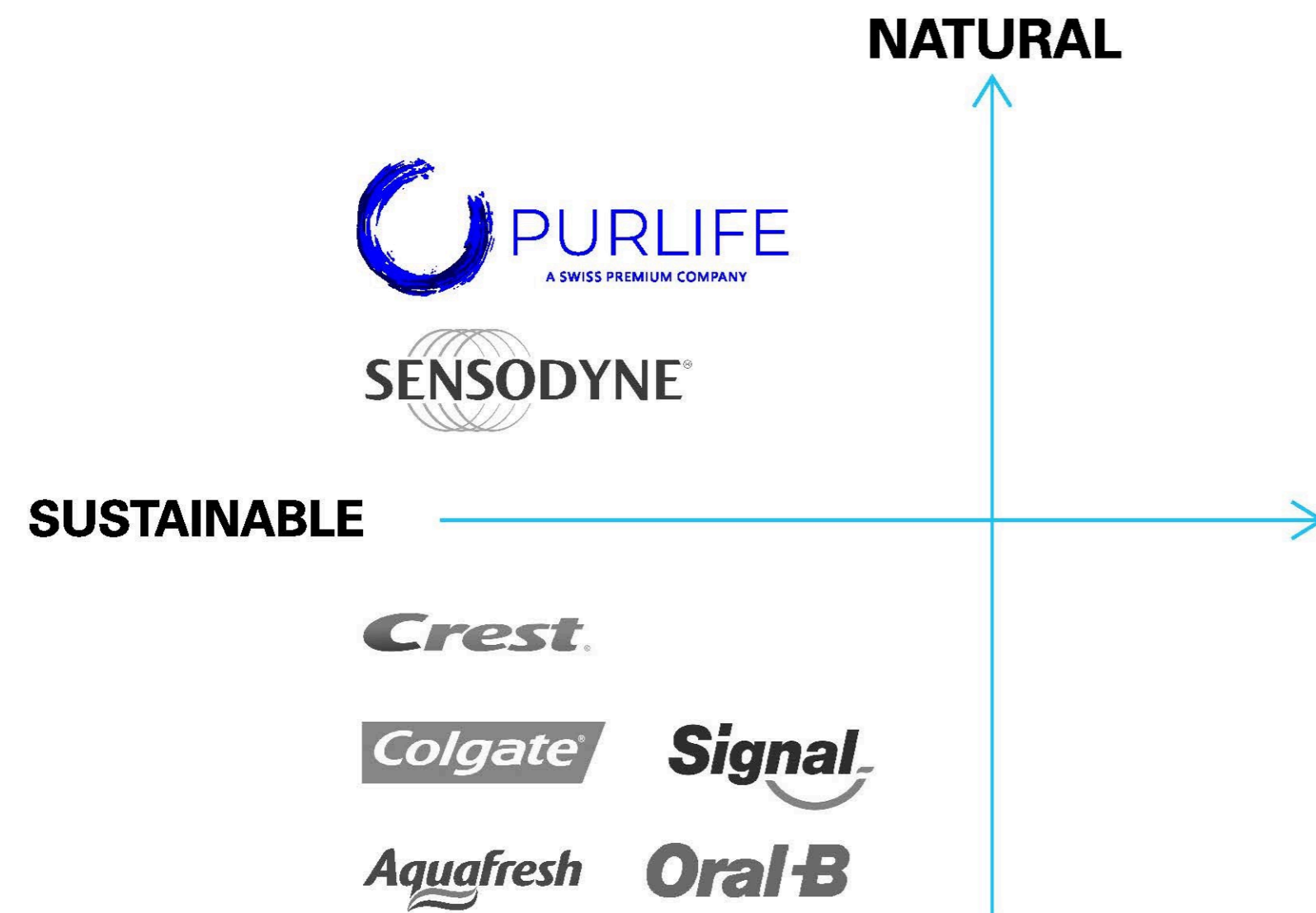
- Recent study reveals more than a third of global consumers are willing to pay more for sustainability as demand grows for environmentally-friendly alternatives.
- Globally, 85% of people indicate that they have shifted their purchase behavior towards being more sustainable in the past five years and this trend is looking to grow.



# BRAND POSITIONING



## TOOTHPASTE



- Primarily positioned as something new, exciting, funky and future oriented.
- Followed up with being natural, eco-friendly and most importantly approved by dentists.
- Positioned as premium toothpaste - in a rank of Sensodyne from a perspective of pricing and quality, hence being more natural.

Source: [www.factmr.com](http://www.factmr.com) & [www.businesswire.com](http://www.businesswire.com)

## TOOTHPASTE TABS



- All toothpaste tabs brands are screaming natural and environmental notes, reaching only environmentally savvy customers in small boutique shops.
- We are the first brand to focus on the conventional toothpaste market. With the goal to establish retail sales channel and to start acquiring those customers, what opens enormously bigger pool of potential customers.

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# TOOTH TABS

**NO MORE PLASTIC TUBES** - An environmental-friendly option is here.

**EXACT AMOUNT OF FLUORIDE** - With the exact weight of the tabs, a perfect amount of Fluoride is used for each brushing.

**EXTRAORDINARY FUNCTIONALITIES** - Magically foamy, great taste & fresh breath!

**COMPLETE CARE** - Removes plaque, Prevents cavities, Strengthens enamel, Healthy gums.

**SAFE FOR CHILDREN** - Because of our natural formula, swalling the tab or foam is completely harmless.



## GREAT FLAVOURS AND EASY TO USE



MINT



LEMON



MINT with CHARCOAL  
for extra whitening



STRAWBERRY  
Great for Kids too !

CHEW - WET THE TOOTHBRUSH - BRUSH THE TEETH - RINSE - **THATS IT !**



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# WHITE LABEL - Good Choice

First-class production, ingredients of the highest quality, an ethical and ecological approach, a high responsiveness and flexibility in the innovation process.

Every step in our production line is a tribute to perfection. We specialize in the production of natural dental tabs.

There is nothing we leave to chance. From the idea, development, packaging, visual identity, production, distribution and everything in between.

- Highest GMP standards with our own development/testing lab and production process.
- Choice of different quantities and packaging options
- On request, we develop, test and produce new products in the field of oral hygiene
- Only dental product which received endorsement from the FDI - World Dental Federation

## SWISS PRODUCT AND MADE IN THE EU



## White Label

- Hotels, Restaurants, Bars
- Airlines, Duty Free Shops
- Health Stores, Pharmacies
- Supermarkets
- Dentists, Spas, Gyms
- Celebrities
- Online Brands



Glass jar 20ml 25 tabs

Picture of a product is symbolic.

