

dentissimo®

PREMIUM ORAL CARE

PREGNANT LADY & YOUNG MUM  
TOOTHPASTE-GEL  
2020

MORE INFO AT  
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 INNOVATIVE  
DENTAL  
FORMULA

# PREGNANT LADY & YOUNG MUM TOOTHPASTE-GEL

CARING ABOUT YOU. WITH CALCIUM & FOLIC ACID



FOLIC ACID



CALCIUM GLYCEROPHOSPHATE



HYDROXYAPATITE

- CALENDULA
- POTASSIUM CHLORIDE
- XYLITOL
- VITAMIN B5
- CALCIUM LACTATE

## IDEAL DURING PREGNANCY AND BABY NURSING

New formulation of the **DENTISSIMO®** toothpaste is specially designed for the usage during pregnancy and baby nursing. **Organic extracts** carefully maintain healthy microflora of the oral cavity. **Folic acid, Potassium Chloride** help to keep the teeth healthy during pregnancy. **Calcium Lactate** promotes more active absorption of Calcium. **Calcium Glycerophosphate** assists the remineralization of the tooth enamel. Extracts of **Calendula** and **Geranium** help to keep gums healthy and have sanitizing action while **Vitamin B5 - Calcium Pantothenate** - to keep the oral cavity healthy, enriching with vitamins. **Hydrated Silica** gently cleans the tooth enamel from plaque. **Hydroxyapatite** protects the tooth enamel and timely compensates the loss of minerals restoring microscopic damages. **Xylitol** protects against bacteria and prevents the appearance of plaque. The toothpaste-gel has a light-pink color with a pleasant taste.

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- PROTECTS AGAINST CRIES
- STRENGTHENS THE STRUCTURE OF THE ENAMEL
- HELPS REMINERALIZATION
- RELIEVES THE FEELING OF NAUSEA THANKS TO THE FLAVOUR
- REDUCES SENSITIVITY OF THE TEETH AND GUMS
- REMOVES PLAQUE
- PREVENTS GUMS IRRITATION
- MAINTAINS HEALTHY MICROFLORA OF THE ORAL CAVITY
- FRESHENS THE BREATH



FLUORIDE FREE



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## ACTIVE INGREDIENTS OF THE TOOTHPASTE-GEL

### **FOLIC ACID (VITAMIN B9)**

one of the most important vitamins for pregnant women  
corrects tissue regeneration processes  
controls the work of blood vessels

### **CALCIUM**

provides remineralization of tooth enamel  
reduces the rate of plaque and tartar formation  
provides active mineralization of tooth enamel

### **XYLITOL**

helps to accelerate absorption of minerals into tooth enamel  
aids to prevent formation of cavities  
prevents the growth of bacteria and microorganisms

### **HYDROXYAPATITE**

protects the tooth enamel and timely compensates  
the loss of minerals restoring microscopic damages  
promotes active remineralization and  
strengthening of tooth enamel

### **GERANIUM**

stimulates cell regeneration  
ensures astringent, hemostatic effect  
helps to prevent irritation of the gums

### **CALENDULA EXTRACT**

has antibacterial effect  
aids to prevent irritation  
maintains health of the oral mucosa



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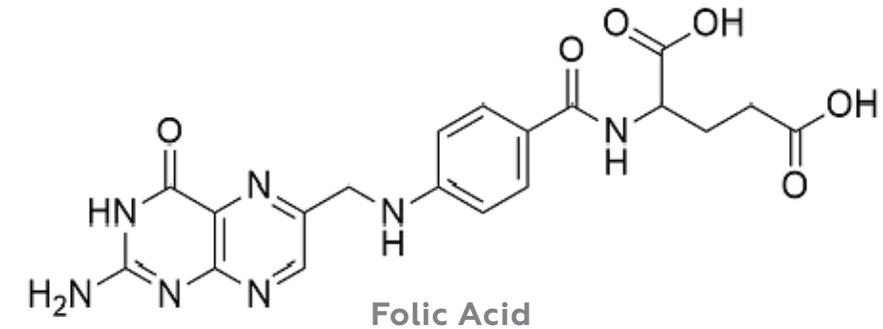
## FOLIC ACID AND CALCIUM IN TOOTHPASTE

### FOLIC ACID

One of the main components of toothpaste-gel is **Vitamin B9 (Folic Acid)**. It is involved in the synthesis of DNA and hemoglobin metabolic processes and the maintenance of immune system.

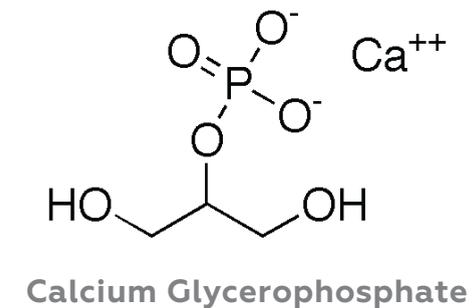
**Folic Acid** is important for pregnant women, influencing the formation of the fetal spinal column and placenta, preventing development of their defects.

Due to its properties, the presence of **Vitamin B9** in toothpaste helps to reduce the risk of gingivitis, stomatitis and other unpleasant issues of the oral cavity.



### CALCIUM GLYCEROPHOSPHATE

**Calcium Glycerophosphate** is a source of highly bioavailable calcium and phosphorus. National Institutes of Health published a study conducted in the UK in 2004 which showed a strong relationship between calcium glycerophosphate and good dental health. The mineral compound helps to prevent the buildup of plaque and limits the amount of damage effects of acidic foods on the teeth. This study has been supported by manufacturers' studies to suggest that there are very real benefits of taking Calcium Glycerophosphate daily to promote good oral health.



## ORAL HEALTH DURING PREGNANCY

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While waiting for a baby, a woman experiences serious changes in her whole body, especially they concern her hormonal balance.

Oral health of pregnant women has always attracted dentists' attention.

Scientists at the University of Amsterdam have concluded that an increase in estrogen and progesterone levels in the gingival mucosa affects vascular permeability, causes a deficiency in folic acid salts and changes the barrier function of the epithelium, which explains the increased clinical manifestations of gingivitis.

High levels of estrogen and progesterone in particular lead to swelling of the gums, which makes them looser and more vulnerable to even the smallest infections.



## ORAL HEALTH DURING PREGNANCY

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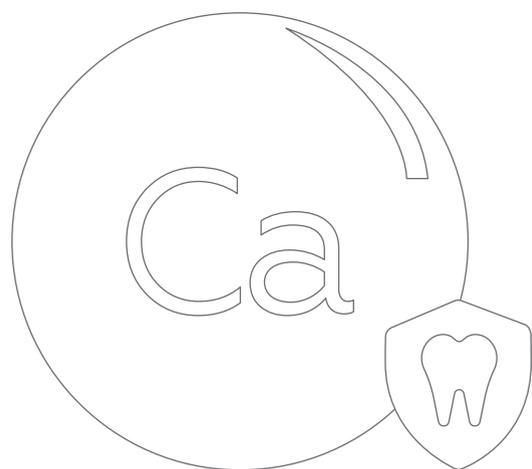


Many pregnant women during their early trimester meet with pregnancy gingivitis - bleeding and inflammation of the gums of varying severity. Starting from 2-3 months of pregnancy, there is increased bleeding of the gums while brushing the teeth or chewing solid foods.

Changes in the gums' state of health create favorable conditions for the accumulation of infection in the area of the necks of the teeth: where the teeth come into contact with the gums, microbial aggression develops. In addition, deposits of tartar are formed in this area, preventing normal washing of the tooth surface with saliva and providing full protection. The accumulation of food debris in the interdental spaces and around the gums leads to inflammation of the gum tissue and causes damage to the teeth.

# MINERAL BALANCE DURING PREGNANCY

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Calcium is important for both you and your growing baby. Baby needs it to grow strong, healthy bones, teeth, nerves, heart, and muscles and to develop normal heart rhythm and blood clotting. If you don't get enough calcium in your diet, the fetus will leach it from your bones, which may impair your own health later on.

Insufficient calcium intake causes inflammation of the periodontal tissues and disruption of the gingival epithelium. These conditions consequently cause alveolar bone loss and further deteriorate symptoms of periodontal disease.

The use of toothpaste with calcium and hydroxyapatite will help to replenish the mineral balance of the tooth enamel. It will provide the necessary prevention of caries development at the earliest stages.



## INGREDIENTS TO AVOID WHEN CONTEMPLATING YOUR TOOTHPASTE PURCHASE

When you choose toothpaste, it's always important to pay attention to its ingredients. Components such as **Sodium Lauryl Sulfate (SLS)**, **Chlorhexidine**, **Peroxides**, **Parabens**, **Gluten**, **Triclosan** are harmful and unsafe for your health.



Numerous studies have proven the detrimental effect of triclosan on the fetal development of a baby. Triclosan can reduce the level of thyroid hormones, which are important for the growth and development of the fetus. This change can provoke a violation of blood flow in the body of a pregnant woman, which is fraught with hypoxia of the fetus.



SLS disrupts the mucosal immunity, dries the oral mucosa, increases the sensitivity of the gums to food acids and allergens and can accumulate in the body.



Parabens tend to accumulate in the body, can imitate the female hormones estrogen, which can adversely affect the functioning of the entire endocrine system.



# DENTISSIMO® TOOTHPASTE-GEL FOR PREGNANT LADY & YOUNG MUM

  
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Dentissimo® Toothpaste-Gel for Pregnant Lady & Young Mum has neutral pleasant taste and aroma. Thanks to them, the toothpaste is ideal for pregnant women with increased sensitivity to sharp flavors and tastes. Thanks to properly selected means of oral hygiene, pregnant and nursing mothers will be able to maintain a healthy smile.

The toothpaste's formula is designed specifically for pregnant and nursing mothers: its organic extracts and minerals carefully support healthy microflora and oral health.

Dentissimo® Toothpaste-Gel for Pregnant Lady & Young Mum was formulated without Sodium Lauryl Sulfate (SLS), Chlorhexidine, Peroxides, Parabens, Gluten and Triclosan. It is safe for pregnant and nursing mothers.

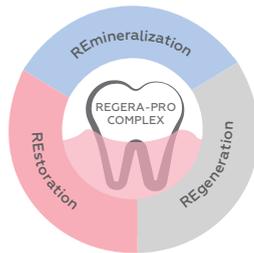


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# DENTISTS ADVISE TO PRESERVE ORAL HEALTH

- Recommended sanitation of the oral cavity in preparation for pregnancy.
- Obligatory visits to the dentist at least 2 times: at the end of the first trimester (in the second or third month) and a month before childbearing.
- Daily brushing your teeth twice a day with the duration of each brushing at least 2-3 minutes.
- Properly selected toothpaste with a neutral taste and safe composition and active ingredients will provide prevention and the necessary protection for the entire oral cavity.
- It is very important that the hardness of the brush matches the characteristics of the mouth. Toothbrushes with medium bristles better clean the gingival groove and interdental spaces. Soft Sensitive toothbrush is recommended for people with a tendency to gingivitis; for the prevention and treatment of periodontitis diseases, we recommend using a Parodontal toothbrush.



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## CERTIFICATE OF REGISTRATION BY VEGAN SOCIETY

**Medpack Swiss Group** has the Certificate of Registration issued by the **Vegan Society**, UK. This is to certify that the following **DENTISSIMO**<sup>®</sup> **Premium Oral Care** products meet the Vegan Trademark criteria:

- DENTISSIMO<sup>®</sup> EXTRA-WHITENING BLACK TOOTHPASTE
- DENTISSIMO<sup>®</sup> GENTLE CARE TOOTHPASTE
- DENTISSIMO<sup>®</sup> ADVANCED WHITENING GOLD TOOTHPASTE-GEL
- DENTISSIMO<sup>®</sup> PREGNANT LADY & YOUNG MUM TOOTHPASTE-GEL
- DENTISSIMO<sup>®</sup> VEGAN NATURAL TOOTHPASTE-GEL WITH VITAMIN B12

The main quality standards of the Vegan Society License Agreement are:

- NO ANIMAL INGREDIENTS
- NO ANIMAL TESTING

The account number is 025643. The Certificate is valid from May 02, 2019 till May 01, 2021. Registered territories are the EU, Canada, Australia, India, and the USA.

## VEGAN CERTIFICATION

**FreiCare USA dba Dentissimo** agreed to the standards and guidelines for Vegan Certification through the Vegan Awareness Foundation, USA, and received the approval for the following products:

- DENTISSIMO<sup>®</sup> VEGAN NATURAL TOOTHPASTE-GEL WITH VITAMIN B12
- DENTISSIMO<sup>®</sup> BIO-NATURAL WITH HERBS
- DENTISSIMO<sup>®</sup> KIDS WITH CARAMEL FLAVOR 2-6 YEARS
- DENTISSIMO<sup>®</sup> PREGNANT LADY & YOUNG MUM TOOTHPASTE-GEL

As stated in the Agreement for Use of the Certified Vegan Logo, the company has the right to label these toothpastes with the USPTO trademarked and internationally recognized logo: #85594160.



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ISO 9001:2015

ISO 13485:2016

BIO ECO

COSMETICS



KZ.II.02.0738



**SISTEMA DI GESTIONE  
CERTIFICATO**

**ITALCERT  
UNI EN ISO 9001**

Cosmetics - EC Regulation 1223/2009 (currently enforced, since July 2013)

ISO 22716: 2007 (GMP: Good manufacturing practices guidelines for cosmetic product's production, control, storage and shipment)

DENTISSIMO  
IS THE REGISTERED  
TRADEMARK OF  
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SWISS GROUP  
SWITZERLAND



**medpack**  
SWISS GROUP

  
**dentissimo**<sup>®</sup>  
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# Thank You for Your Attention!

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