

# SUPER PREMIUM ORAL CARE

WITH THERMAL WATER  
FROM BAD RAGAZ

TRUE SPA CARE  
FOR TEETH AND GUMS

PROJECT  
2020



**dentissimo®**  
PREMIUM ORAL CARE

**SPA EXPERT**  
TOOTHPASTE  
LIMITED EDITION



GRAND RESORT  
BAD RAGAZ

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# ABOUT MEDPACK SWISS GROUP

## SWISS PREMIUM QUALITY MEDICAL BRANDS

Medpack Swiss Group is the holding with headquarters in Switzerland, 3 own manufacturing factories, subsidiaries in 14 countries in Europe, Middle East and Asia and distributors in over 60 countries across the globe.

Daily Medpack Swiss Group ships thousands of products from own logistics facilities in the EU (Amsterdam, Riga, Sofia), UAE (Sharjah), Hong Kong, Miami.

Our Group's focus is on a long-term cooperation and satisfaction of our customers' demands in full.



## DENTISSIMO PREMIUM ORAL CARE

DENTISSIMO® PREMIUM ORAL CARE is a strong Premium brand in Oral Care. It focuses on high-margin oral care products to meet consumer search for specialized products and innovative formulas based on the combination of natural ingredients and biomimetic technologies.

We offer high-quality ingredients, refined taste and exclusive design to bring a truly unique range of toothpaste.

Dentissimo customer is a person who appreciates true Swiss quality, has attention to detail, pursues exclusivity in everything, cares for the health and understands that it is priceless.

The products of Dentissimo Premium Oral Care are created by Nature, developed by Science.





  
**GRAND RESORT  
BAD RAGAZ**  
★★★★★

## THE GRAND RESORT BAD RAGAZ

THE LEADING WELLBEING  
& MEDICAL HEALTH RESORT  
IN EUROPE

The Grand Resort Bad Ragaz reflects the true spirit of Switzerland, center of healing traditions and hospitality. Swiss thermal spring water is naturally occurring water, pure and rich in minerals. Its curative effect comes from the very heart of deep picturesque Tamina Gorge.



## DENTISSIMO PREMIUM ORAL CARE

THERMAL WATER FROM BAD RAGAZ  
AS THE MAIN INGREDIENT FOR SUPER PREMIUM ORAL CARE

The Grand Hotel Bad Ragaz with thermal water is visited by people who appreciate the Swiss highest quality and royal care for health. Dentissimo Premium Oral Care expresses the same ideals, therefore, for us every smile is unique. *Dentissimo and Bad Ragaz could join efforts to become famous all over the world.*





# PERFECT SMILE

SWISS DENTAL CARE  
BAD RAGAZ

Dentissimo Premium Oral Care totally supports the main values and aims of Medical center Bad Ragaz & Perfect Smile Dental Care clinic:

"Beautiful and healthy teeth reflect vitality, health and a joy for life. We at Perfect Smile Swiss Dental Care Bad Ragaz cater to your individual requests and ideals of beauty. Your satisfaction is our challenge. Employing preventative measures to maintain and enhance the beauty of your teeth is our priority. We ensure the highest quality and rely on modern, interdisciplinary treatment methods and techniques."

[healthragaz.ch/en/institutes/perfect-smile.html](http://healthragaz.ch/en/institutes/perfect-smile.html)



"Thanks to our experience gained over the years, we know that each individual case in dental care is unique. To accommodate the numerous characteristics of patients we have created multifunctional and at the same time as unique products as each of us. The goal of the project is to improve the quality of life for our patients by providing them with high-grade oral care products."

Dr. Michael Meier, Founder  
of Perfect Smile Swiss Dental Care, Switzerland



# DENTISSIMO GEOGRAPHY

## 50 COUNTRIES

Armenia	Lithuania
Azeibardzhan	Malaysia
Belarus	Moldova
Bulgaria	Netherlands
China	Norway
Croatia	Poland
Cyprus	Republic of Korea
Czech Republic	Republic of Macedonia
Estonia	Republic of Moldova
Finland	Romania
Georgia	Russia
Germany	Saudi Arabia
Greece	Singapore
Honduras	Slovenia
Hong Kong	Sweden
Hungary	Switzerland
Iraq	Syrian Arab Republic
Ireland	Taiwan
Kazakhstan	Thailand
Kosovo	Turkey
Kuwait	Ukraine
Kyrgyzstan	United Arab Emirates
Latvia	United Kingdom
Lebanon	USA
Libya	Yemen



## COOPERATION ALL OVER THE WORLD

Dentissimo Premium Oral Care team will be glad to present SPA EXPERT toothpaste with Bad Ragaz Thermal Water to its clients and promote the very Bad Ragaz Resort in Russia, Saudi Arabia and 48 more countries all over the world.

We will be honoured to set a long-term partnership with Bad Ragaz Grand Resort for mutual development and building up success for the benefits of both companies.

Dentissimo Super Premium Oral Care products, including SPA EXPERT Toothpaste, will be promoted on healthcare and beauty market through premium channels and clinics, boutiques, retail stores, pharmacies and online shops.



# ABOUT DENTISSIMO BRAND:

HIGH-QUALITY INGREDIENTS, EXCLUSIVE DESIGN, WIDE RANGE

## BRAND PILLARS

**HEALTHFULNESS** – DENTISSIMO® keeps teeth and gums healthy, provides remineralization for the enamel, reduces sensitivity, whitens teeth

**SWISSNESS** – DENTISSIMO® PREMIUM ORAL CARE, by its name, character and visual code, is confidently Swiss. It presents reliability, premium quality and value

**EXCLUSIVENESS** – DENTISSIMO® is a luxury brand which is distributed exclusively in choice premium pharmacies, perfumeries, drugstores or department stores

**WHITENESS** – DENTISSIMO® produces natural whitening effect with the lowest available abrasivity. It whitens the teeth effectively thanks to low RDA and special sensitive whitening agents

**INNOVATION** – DENTISSIMO® products are special because of their natural ingredients' combination, exclusively developed for sustainable effect of health, whiteness and freshness.

**FRESHNESS** – another competence of DENTISSIMO® is a long-lasting pleasant feeling of fresh breath

**NATURAL INGREDIENTS** – products engineered with BIOmimetic remineralization technology

**NO HARMFUL INGREDIENTS**

## BRAND CONCERNS

- ANATOMY AND PHYSIOLOGY OF TEETH
- MAIN TRENDS AND INNOVATIONS
- NEW ORIGINAL FORMULATIONS BY MODERN LABORATORY
- CERTIFIED PRODUCTION CAPACITIES
- SWISS QUALITY CONTROL
- PROFESSIONAL MARKETING AND SALES SUPPORT
- ATTRACTIVE MARGINS AND SUSTAINABLE TURNOVER POTENTIALS

## REGERA-PRO UNIQUE COMPLEX



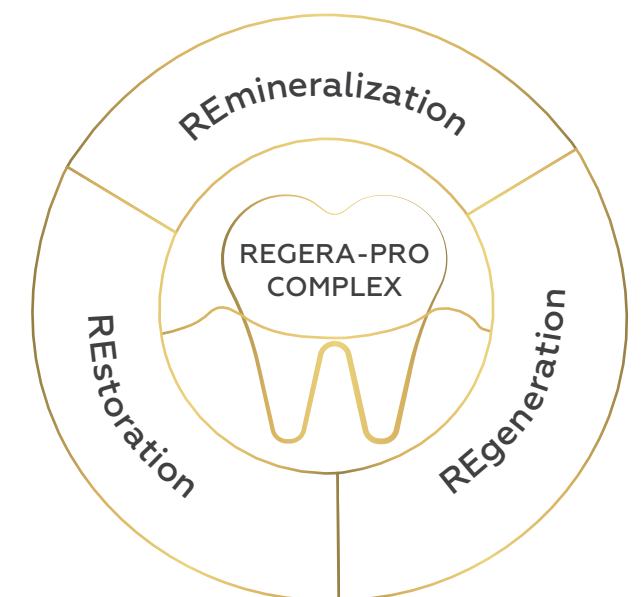
**REgeneration**: cell renewal of oral mucosa tissue thanks to plant extracts and oils



**REstoration**: elimination of bacterial plaque, restoring of natural whiteness of tooth enamel



**REmineralization**: mineralization of tooth enamel composition, sealing of micro breaks on dentin surface



# SUPER PREMIUM ORAL CARE



 INNOVATIVE  
DENTAL  
FORMULA

DEALER PRICE 3,9 euro  
RECOMMENDED RETAIL PRICE 19,5 euro

## SPA EXPERT TOOTHPASTE

  
GRAND RESORT  
BAD RAGAZ  
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WITH BAD RAGAZ THERMAL WATER

NOURISHING AND REMINERALIZING



BAD RAGAZ THERMAL WATER



REMINERALIZATION



NOURISHES GUM TISSUE



VITAMIN E

MOUTH AND TEETH RESTORATION

New DENTISSIMO® SPA EXPERT toothpaste is enriched with unique Tamina thermal water from Bad Ragaz. The composition of the SPA EXPERT toothpaste is based on remineralizing agents and active ingredients to nourish gum tissue and provide deep restoration. DENTISSIMO® SPA EXPERT is developed for complete mouth and teeth restoration, thanks to a balanced formula of natural extracts.

INGREDIENTS

- AQUA
- SORBITOL
- HYDRATED SILICA
- GLYCERIN
- CALCIUM CARBONATE
- XYLITOL
- MALTODEXTRIN
- AROMA
- DICALCIUM PHOSPHATE
- COCAMIDOPROPYL BETAINE
- SODIUM MONOFLUOROPHOSPHATE
- TOCOPHEROL
- DECYL GLUCOSIDE
- XANTHAN GUM
- POTASSIUM ACESULFAME
- PRUNUS AMYGDALUS DULCIS OIL
- ECHINACEA PURPUREA ROOT EXTRACT
- SODIUM CHLORIDE
- SODIUM HYDROXIDE
- SALVIA OFFICINALIS OIL
- ANTHEMIS NOBILIS FLOWER EXTRACT
- GUAJAZULENE
- LIMONENE
- EUGENOL

# ACTIVE INGREDIENTS

## SPA EXPERT TOOTHPASTE WITH BAD RAGAZ THERMAL WATER



### EXTRACT OF SAGE

*(Salvia Officinalis Oil)*

- has antibacterial, antiviral, antifungal effects
- prevents tooth decay
- nourishes gum tissues
- helps to natural teeth whitening



### CHAMOMILE FLOWER EXTRACT

*(Anthemis Nobilis Flower Extract)*

- contains beneficial antioxidants and moisturizing oils
- provides soothing, anti-irritant properties
- nourishes gum tissues



### EXTRACT OF ECHINACEA

*(Echinacea Purpurea Root Extract)*

- protects against gingivitis, stomatitis
- makes a bactericidal effect
- helps to reduce bleeding gums



### EUGENOL

*(Clove Oil)*

- helps to reduce inflammation in the mouth
- assists in suppressing halitosis
- complements the aroma composition



### THERMAL WATER

*(Tamina Therme Bad Ragaz)*

- helps to regulate the pH of saliva
- provides remineralization of tooth enamel
- has a bactericidal effect



### VITAMIN E

*(Tocopherol)*

- moisturizes, softens and aids in healing the tissue of the oral mucosa
- has an antioxidant effect
- helps against gum disease



### SWEET ALMOND OIL

*(Prunus Amygdalus Dulcis)*

- possesses tanning substances
- helps to promote tissue regeneration of the oral cavity
- makes an astringent action on the gums



# MARKETING SUPPORT

ONLINE & OFFLINE  
PROMOTION



dentissimo.dental

# CONTACTS

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