



SWISS NATURAL SMILE



PREMIUM WHITENING  
TOOTHPASTE



MADE IN SWITZERLAND

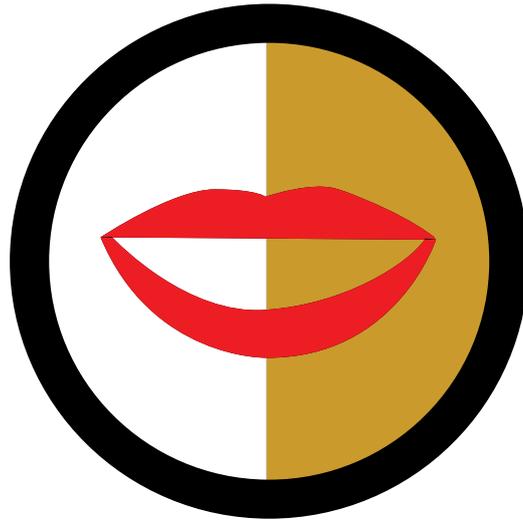
# EFFECTIVE WHITENING TOOTHPASTES



WITH SO MANY CHOICES FOR TOOTHPASTE AND WHITENERS IN THE MARKET TODAY, IT IS NO WONDER THAT IT CAN BE HARD FOR CONSUMERS IN MULTIPLE MARKETS TO BE ABLE TO CHOOSE. CONSTANTLY CHANGING THROUGH NUMEROUS STUDIES AND RESEARCH, PEOPLE ARE OFTEN ON THE LOOKOUT FOR THE LATEST TECHNOLOGY AND DEVELOPMENTS. BUT THIS CAN LEAD TO A CONFUSION AND INFORMATION OVERLOAD RESULTING IN PURCHASING OF THE WRONG PRODUCTS.

AT SWISS NATURAL SMILE WE PRIDE OURSELVES ON PROVIDING OUR CONSUMERS WITH THE SAFEST, MOST EFFECTIVE, AND NATURAL TOOTHPASTES. OUR TOOTHPASTES CONTAIN THE STAIN-LIFTING POLYMER, PLASDONE K-29/32. THIS ELEMENT BINDS TO STAINS, MAKES THEM MORE SOLUBLE IN WATER, WHICH LEADS TO THEIR REMOVAL. THROUGH OUR STUDIES, IT HAS SHOWN TO OUTPERFORM THE VERY BEST WHITENING TOOTHPASTES, MOUTHWASHES, AND ORAL RINSE BRANDS.

# WHAT **STAINS** TEETH?



## PHENOLICS, TANNINS, & POLYPHENOLS

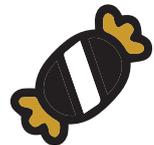
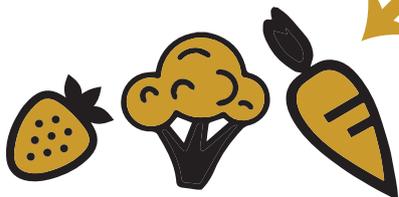
TYPICALLY FOUND IN

- TEA -

- WINE -

- DARK BERRIES -

- TOBACCO -



**REGULAR**

# FORMULA

- REMOVES TOOTH DISCOLORATION AND DENTAL PLAQUE
- MAKES TEETH MORE RESISTANT TO CARIES
- ALLANTOIN AND VITAMIN B5 HELP TO MAINTAIN HEALTHY GUMS.
- PREVENTS TARTAR BUILD-UP AND REDUCES TOOTH SENSITIVITY

**MADE IN SWITZERLAND**

**CONTAINS GLACIER WATER  
AND EDELWEISS EXTRACT**



## CARBO-WHITE COMPLEX

# FORMULA

**FLUORIDE FREE**

- THE CARBO-WHITE COMPLEX REMOVES TOOTH DISCOLORATION AND DENTAL PLAQUE, AND REDUCES TONGUE COATING TO COMBAT MOUTH ODOUR
- MAKES TEETH MORE RESISTANT TO CARIES
- ALLANTOIN AND VITAMIN B5 HELP TO MAINTAIN HEALTHY GUMS
- PREVENTS TARTAR BUILD-UP AND REDUCES TOOTH SENSITIVITY

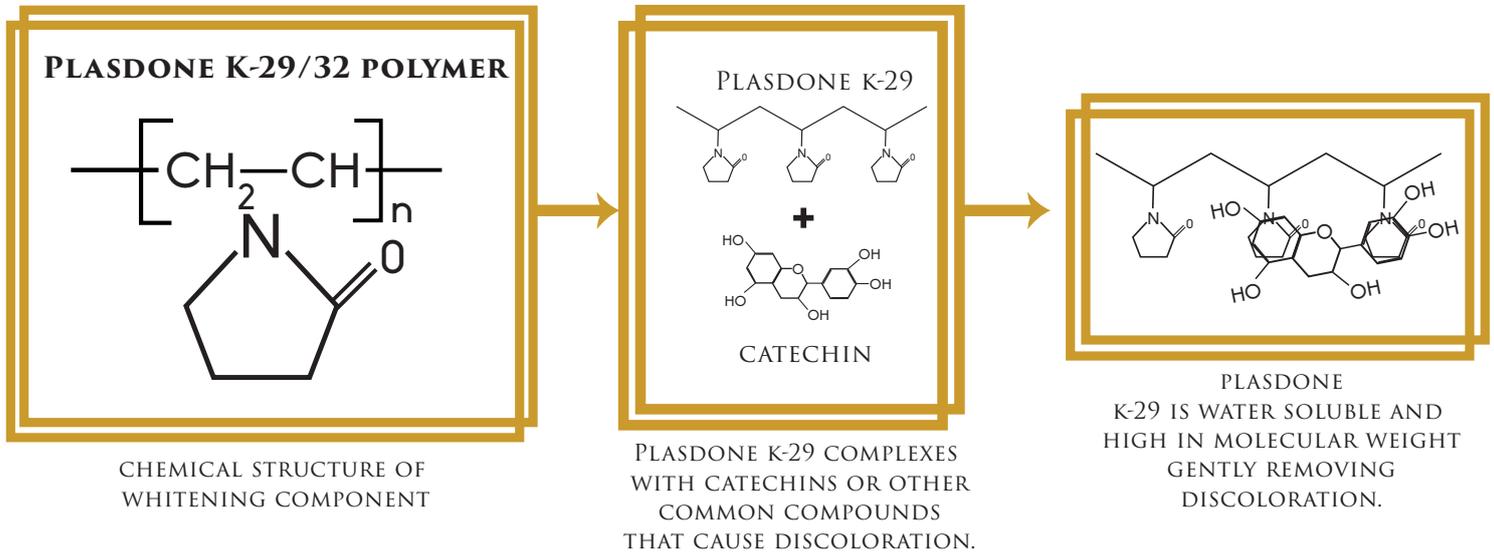
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# WHITENING COMPONENTS

## HOW IT WORKS



## BENEFITS

- REMOVES STAINS BY BINDING TO STAIN-CAUSING CHEMICALS
  - NON-OXIDATIVE (NOT PEROXIDE BASED AND NOT A PEROXIDE GENERATOR)
  - NON-ABRASIVE

## STATISTICS

COLOR DIFFERENCE AFTER BRUSHING STAINED BOVINE TEETH



 SWISS NATURAL SMILE

# KIDS TOOTHPASTE



SWISS NATURAL SMILE HAS CREATED A REVOLUTIONARY, DELICIOUS CHOCOLATE FLAVORED TOOTHPASTE TO MAKE TEETH CLEANING FUN! MADE FROM THE FINEST INGREDIENTS TO PROMOTE HEALTHY GUMS AND CAVITY FREE TEETH.

**CHILDREN SHOULD BRUSH 2- 3 TIMES DAILY AFTER MEALS.**

- GENTLY CLEANS TEETH
- SODIUM FLUORIDE TO PROMOTE STRONGER TEETH AND HELP PREVENT TOOTH DECAY
- SWISS CHOCOLATE FLAVOR TO MAKE TEETH CLEANING FUN
- FOR CHILDREN AGES 2-6 YEARS



# SWISS NATURAL SMILE



**SWISS MADE**

## **NATURAL INGREDIENTS**

CONTAINS GLACIER WATER  
AND EDELWEISS EXTRACT

## **MAXIMUM PROTECTION**

FLUORIDE PROTECTS FROM  
TOOTH DECAY



**THIS GENTLE TOOTHPASTE PASTE PROVIDES GENTLE DENTAL CARE, PROTECTS AGAINST CARIES, ENSURES HEALTHY GUMS AND HELPS TO CREATE A HEALTHY ORAL FLORA:**

-THE FLUORIDE PROTECTS THE TEETH FROM TOOTH DECAY AND REMINERALIZES THE TOOTH ENAMEL

-EDELWEISS EXTRACT, RICH IN ANTIOXIDANTS AND TANNINS, VITALIZES, PROTECTS AND STRENGTHENS THE GUMS AND HAS ANTI-INFLAMMATORY AND ANTIBACTERIAL PROPERTIES.

FREE OF: SLS (SODIUM LAURYL SULFATE IS A SURFACTANT WHICH CAN CAUSE APHTHAE AND THE ORAL MUCOSA DRY), PARABENES, FLUORIDES, PEG DERIVATIVES, TRICLOSAN.

APPLICATION: BRUSH WITH A PEA-SIZED AMOUNT OF TOOTHPASTE TWICE A DAY. CONTAINS THE FLUORIDE CONCENTRATION RECOMMENDED BY DENTISTS OF 500 PPM.

**\*EDELWEISS HAS BEEN GROWING ON THE SWISS ALPS FOR THOUSANDS OF YEARS AT A HEIGHT OF UP TO 3400 METERS. THE PLANT HAS DEVELOPED SPECIFIC ACTIVE INGREDIENTS AND PROTECTIVE MECHANISMS TO WITHSTAND THE SEVERE CLIMATIC CONDITIONS AS WELL AS THE STRONG UV RADIATION THAT PREVAIL THERE.**



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DISTRIBUTION BY



[sales@mjsteps.com](mailto:sales@mjsteps.com)

**Headquarters**

Austrasse 15  
8604 Volketswill  
Switzerland