The formula and its dental benefits

BEYOU.

CURAPROX

SWISS PREMIUM ORAL CARE



- Hydroxylapatite remineralises the teeth, seals open dentine channels and reduces pain sensitivity in exposed teeth necks. It's amazing what this mineral can do, but it's what 95% of dentine is made of.
- Glucose oxidase supports the natural enzymatic process that tackles harmful bacteria and stimulates saliva production, which in turn harmonises the oral flora. Glucose oxidase is a natural enzyme. It's how bees protect their honey from germs.
- Xylitol prevents the growth of cavity-causing bacteria, helping to prevent cavities. It is predominantly extracted from the birch tree and tastes like sugar but cavity-causing bacteria are completely uninterested in it. Xylitol even has antibacterial properties and strengthens dental
- Echinacea, devil's claw and pennywort soothe and regenerate mucous membranes and gums as well as reduce inflammation. They also support healing after treatments and operations.
- Bitter orange extract directly tackles harmful bacteria.
- Panthenol, provitamin B5, keeps the mucous membranes moist, supports the generation of new membrane cells, reduces inflammation and supports healing.
- The low RDA of around 50 is gentle on enamel.
- No SLS included. SLS is an aggressive foaming cleaning agent which can cause irritation of the mucas membrane.
 SLS can also often dry out the mouth and in turn create mouth ulcers.
- Without Triclosan. Without Mikroplastic.

Ingredients

RISING STAR

AQUA, GLYCERIN, HYDRATED SILICA, SORBITOL, XYLITOL, PANTHENOL, AROMA, SODIUM MONOFLUOROPHOSPHATE, XANTHAN GUM, COCAMIDOPROPYL BETAINE, MICROCRYSTALLINE CELLULOSE, DECYL GLUCOSIDE, HYDROXYAPATITE (NANO), GLUCOSE OXIDASE, MANNITOL, MALTODEXTRIN, MICA, SUCRALOSE, D-LIMONENE, CITRIC ACID, SODIUM HYDROXIDE, ZEA MAYS STARCH, GLUCOSE, ECHINACEA PURPUREA ROOT EXTRACT, TITANIUM DIOXIDE, SODIUM CHLORIDE, SODIUM METABISULFITE, CALCIUM CARBONATE, L-MENTHOL, CENTELLA ASIATICA EXTRACT, CITRUS BIOFLAVONOID COMPLEX, POTASSIUM THIOCYANATE, POLYLYSINE, CETYL ALCOHOL, SILICA, POTASSIUM CHLORIDE, TIN OXIDE, HARPAGOPHYTUM PROCUMBENS ROOT EXTRACT, CI 77492

PURE HAPPINESS

AQUA, GLYCERIN, HYDRATED SILICA, SORBITOL, XYLITOL, PANTHENOL, AROMA, SODIUM MONOFLUOROPHOSPHATE, XANTHAN GUM, COCAMIDOPROPYL BETAINE, MICROCRYSTALLINE CELLULOSE, DECYL GLUCOSIDE, HYDROXYAPATITE (NANO), GLUCOSE OXIDASE, MANNITOL, MALTODEXTRIN, MICA, SUCRALOSE, CITRIC ACID, SODIUM HYDROXIDE, ZEA MAYS STARCH, ECHINACEA PURPUREA ROOT EXTRACT, TITANIUM DIOXIDE, SODIUM CHLORIDE, D-LIMONENE, SODIUM METABISULFITE, GLUCOSE, CALCIUM CARBONATE, L-MENTHOL, CENTELLA ASIATICA EXTRACT, CITRUS BIOFLAVONOID COMPLEX, POTASSIUM THIOCYANATE, POLYLYSINE, CETYL ALCOHOL, LINALOOL, SILICA, POTASSIUM CHLORIDE, TIN OXIDE, HARPAGOPHYTUM PROCUMBENS ROOT EXTRACT, CI77492, CI77491

CANDY LOVER

AQUA, GLYCERIN, HYDRATED SILICA, SORBITOL, XYLITOL, PANTHENOL, AROMA, SODIUM MONOFLUOROPHOSPHATE, XANTHAN GUM, COCAMIDOPROPYL BETAINE, MICROCRYSTALLINE CELLULOSE, DECYL GLUCOSIDE, MALTODEXTRIN, HYDROXYAPATITE (NANO), GLUCOSE OXIDASE, MANNITOL, MICA, SUCRALOSE, CITRIC ACID, SODIUM HYDROXIDE, ZEA MAYS STARCH, GLUCOSE, ECHINACEA PURPUREA ROOT EXTRACT, TITANIUM DIOXIDE, SODIUM CHLORIDE, SODIUM METABISULFITE, CALCIUM CARBONATE, L-MENTHOL, CENTELLA ASIATICA EXTRACT, CITRUS BIOFLAVONOID COMPLEX, POTASSIUM THIOCYANATE, POLYLYSINE, CETYL ALCOHOL, SILICA, POTASSIUM CHLORIDE, TIN OXIDE, HARPAGOPHYTUM PROCUMBENS ROOT EXTRACT, CI 73360

CHALLENGER

AQUA, GLYCERIN, HYDRATED SILICA, SORBITOL, XYLITOL, PANTHENOL, AROMA, SODIUM MONOFLUOROPHOSPHATE, XANTHAN GUM, COCAMIDOPROPYL BETAINE, MICROCRYSTALLINE CELLULOSE, MALTODEXTRIN, DECYL GLUCOSIDE, HYDROXYAPATITE (NANO), GLUCOSE OXIDASE, MANNITOL, MICA, SUCRALOSE, GLUCOSE, CITRIC ACID, SODIUM HYDROXIDE, ZEA MAYS STARCH, ECHINACEA PURPUREA ROOT EXTRACT, TITANIUM DIOXIDE, SODIUM CHLORIDE, SODIUM METABISULFITE, CALCIUM CARBONATE, I-MENTHOL, CENTELLA ASIATICA EXTRACT, CITRUS BIOFLAVONOID COMPLEX, D-LIMONENE, POTASSIUM THIOCYANATE, POLYLYSINE, EUGENOL, CETYL ALCOHOL, SILICA, POTASSIUM CHLORIDE, TIN OXIDE, HARPAGOPHYTUM PROCUMBENS ROOT EXTRACT, CI 73360

DAYDREAMER

AQUA, GLYCERIN, HYDRATED SILICA, SORBITOL, XYLITOL, PANTHENOL, AROMA, SODIUM MONOFLUOROPHOSPHATE, XANTHAN GUM, COCAMIDOPROPYL BETAINE, MICROCRYSTALLINE CELLULOSE, DECYL GLUCOSIDE, MALTODEXTRIN, HYDROXYAPATITE (NANO), GLUCOSE OXIDASE, MANNITOL, MICA, SUCRALOSE, CITRIC ACID, GLUCOSE, SODIUM HYDROXIDE, ZEA MAYS STARCH, ECHINACEA PURPUREA ROOT EXTRACT, TITANIUM DIOXIDE, SODIUM CHLORIDE, SODIUM METABISULFITE, CALCIUM CARBONATE, L-MENTHOL, CENTELLA ASIATICA EXTRACT, CITRUS BIOFLAVONOID COMPLEX, POTASSIUM THIOCYANATE, D-LIMONENE, POLYLYSINE, CETYL ALCOHOL, LINALOOL, SILICA, POTASSIUM CHLORIDE, TIN OXIDE, HARPAGOPHYTUM PROCUMBENS ROOT EXTRACT, CI 77007

EXPLORER

AQUA, GLYCERIN, HYDRATED SILICA, SORBITOL, XYLITOL, PANTHENOL, AROMA, SODIUM MONOFLUOROPHOSPHATE, XANTHAN GUM, COCAMIDOPROPYL BETAINE, MICROCRYSTALLINE CELLULOSE, DECYL GLUCOSIDE, HYDROXYAPATITE (NANO), GLUCOSE OXIDASE, MALTODEXTRIN, MANNITOL, MICA, SUCRALOSE, CITRIC ACID, SODIUM HYDROXIDE, ZEA MAYS STARCH, ECHINACEA PURPUREA ROOT EXTRACT, TITANIUM DIOXIDE, GLUCOSE, SODIUM CHLORIDE, SODIUM METABISULFITE, CALCIUM CARBONATE, L-MENTHOL, CENTELLA ASIATICA EXTRACT, CITRUS BIOFLAVONOID COMPLEX, POTASSIUM THIOCYANATE, POLYLYSINE, CETYL ALCOHOL, SILICA, POTASSIUM CHLORIDE, TIIN OXIDE, HARPAGOPHYTUM PROCUMBENS ROOT EXTRACT, CI 77492, CI 77289

CONTAINS: SODIUM MONOFLUOROPHOSPHATE (950PPM)

[BE YOU.] delivers everything your client could ever

experienced before, with [BE YOU.]

Experience oral freshness and beauty like you've never

expect: protects against decay, provides lasting fresh breath, helps protect against tooth sensitivity, supports the flow of saliva, prevents the appearance of aphthae, minimises plaque, caresses gums. Thanks to enzymes & HAP & herbs.

Try it - taste it - love it.

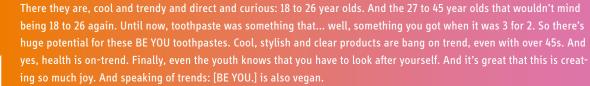


curaden

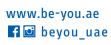


[BE YOU.] Exclusively in U.A.E, by Pharmapal Drug Store LLC.

Lifestyle: Vegan!









bacterial

balance

The toothpaste in six flavours

One formula - one ritual in six sophisticated exclusive flavours with menthol power for extra long-lasting freshness. That's the new set of toothpastes from [BE YOU.]

journey of excitement with this new Curaprox toothpaste range. Six sophisticated flavours which complement their daily mood as well as whitening their smile and freshening their breath. An all-in-one oral health solution - That's [BE YOU.]

that lasts - thanks

Why should brushing be boring, turn your patient's everyday ritual into a

You and your customers have no doubt fallen in love with our gorgeous toothbrushes. And now, fall in love even harder with our exciting new toothpastes. Inspired by our favourite colours, we have developed a formula that will simply blow you and your patients away!

Made in Switzerland and developed by our flavour and scent professionals at Givaudan SA in Vevey, these exciting new toothpastes come in six cool tastes. With their gentle and natural enzymatic whitening effect plus menthol power

beads for extra long-lasting freshness, [BE YOU.] is your answer to good oral health. Brushing your teeth is now a fun ritual, adding zest to your life. Enjoy!



The formula - freshness, herbs. oral health

- Power beads: lots of menthol for extra long-lasting freshness and a touch of silica for extra gentle cleaning.
- The toothpaste: fluoride (sodium monofluorophosphate), hydroxylapatite, glucose oxidase, xylitol.
- With herbal extracts: echinacea (Echinacea purpurea), bitter orange (Citrus aurantium), devil's claw (Harpagophytum procumbens), Indian pennywort (Centella asiatica).
- Vitamins: provitamin B5 (panthenol).
- No SLS, no triclosan, no micro plastic.
- RDA approx 50.

The enzymatic whitening of [BE YOU.] and how it works

The enzyme glucose oxidase turns sugars into (hydrogen peroxide and eventually into) oxygen. This whitens discoloured or stained teeth, and at the same time stimulates the body's own lactoperoxidase system, which supports a healthy oral flora.

Plus The optical whitener Prestige Sparkling Blue® reflects blue light. The visual perception of the customer is an instantaneous

The hydroxylapatite remineralizes the enamel and smoothens the tooth surface. This reduces the appearance of new stain.

























