

The formula and its dental benefits

- 950 ppm fast-acting fluoride (sodium monofluorophosphate) to prevent cavities.
- 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 enamel.
- 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, CI 77492, CI 77491

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, L-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, TIN OXIDE, HARPAGOPHYTUM PROCUMBENS ROOT EXTRACT, CI 77492, CI 77289

CONTAINS: SODIUM MONOFLUOROPHOSPHATE (950PPM)

Lifestyle:
Vegan!

There they are, cool and trendy and direct and curious: 18 to 26 year olds. And the 27 to 45 year olds that wouldn't mind being 18 to 26 again. Until now, toothpaste was something that... well, something you got when it was 3 for 2. So there's huge potential for these BE YOU toothpastes. Cool, stylish and clear products are bang on trend, even with over 45s. And yes, health is on-trend. Finally, even the youth knows that you have to look after yourself. And it's great that this is creating so much joy. And speaking of trends: [BE YOU.] is also vegan.

curaden

BETTER HEALTH FOR YOU

pharmapal

Drug Store

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

CURAPROX

Experience oral freshness and beauty like you’ve never experienced before, with [BE YOU.]

[BE YOU.] delivers everything your client could ever 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.

[BE YOU.]
‘EXPRESS YOURSELF’

MADE IN SWITZERLAND

[BE YOU.]
‘EXPRESS YOURSELF’

last
freshness

enzymatic
whitening

six tastes
one formula

bacterial
balance

CURAPROX

[BEYOU.]
candy lover

[BEYOU.]
challenger

[BEYOU.]
pure happiness

[BEYOU.]
rising star

[BEYOU.]
explorer

A TOOTH PASTE FOR EACH MOOD.

beyou_uae

SWISS PREMIUM ORAL CARE

www.be-you.ae
beyou_uae

The toothpaste in six flavours

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

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.]

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!

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!

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

Freshness
that lasts – thanks
to menthol power
beads

The colours
perfectly complement
• CS 5460 toothbrushes
• CS 5460 toothbrush
feet

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 whitening of the teeth.

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



GRAPEFRUIT +
BERGAMOT



PEACH +
APRICOT



WATERMELON



GIN TONIC +
PERSIMMON



BLACKBERRY +
LICORICE



APPLE +
ALOE