

Gem



**GET TO KNOW
YOUR GRILL.**

MEET GEM.

Did you know, the average Australian spends 24 hours a year filling their mouth with the same toxins found in toilet cleaner and rat poison? This has to stop!

We created Gem, a design forward oral care company, that's natural, non-toxic and Australian made and owned. We are a female founded and female run company, and thrilled to introduce you to the future of oral care.



▶ ▶ ▶ **READ ON!**

MEET OUR FOUNDER

My name is Georgia Geminder. I'm the founder of Gem, and I'm unnaturally obsessed with natural products.

After spending years immersed in beauty products (I was once a model) and going deep on microbiome health (I once launched a Kombucha) I learned about the power of forming healthy habits, natural ingredients and the microbiome.

The more I learned, the more I started questioning the daily-use products that contradict and compromise our health standards. I was particularly struck by toothpaste... why do we use organic moisturiser on our face, then fill our mouths with the same toxins found in rat poison and toilet cleaner? My questioning inspired GEM, a line of toxic-free, oral care products that make you actually want to take good care of your mouth.

Gem is here to stop you nuking your mouth. We're oral care for the next generation and we're making our grannies proud with an all-natural ingredient list of things you can actually pronounce.

It's free of the bad stuff, like parabens, triclosan, SLS and BS and full of the good stuff, like probiotics and natural oils. And of course, it does all the stuff you'd expect oral care products to do, like freshen, brighten and protect your grill. We hope you love your oral care routine with Gem, just as much as we loved creating it for you.

*Lots of love,
Georgia*



OUR RANGE

TOOTHPASTE

Our toxic-free toothpaste comes in 4 flavours good enough to eat: Crisp Mint, Apple Mint, Coconut Mint and Cinnamon Mint. We've replaced fluoride with Hydroxyapatite, a safe alternative, proven to restore tooth enamel. We're also the first toothpaste in Australia to contain an oral probiotic.

FLOSS

Our floss is proudly vegan and biodegradable and made with corn-derived PLA, candelilla wax and soothing coconut oil.

SUSTAINABLE TOOTHPASTE BITES

Made with peppermint powder and not an ounce of plastic, our bites are the future of brushing. Just bite, brush and smile like you cleaned your teeth and the planet at the same time.

MOUTHWASH

Our formula is free of the chemicals found in regular mouthwash that nuke all bacteria, the good and the bad. Instead, we contain natural ingredients like neem, propolis and chlorophyll that help good bacteria thrive and promote a healthy oral microbiome.

WHITENING PEN

Made with low levels of food grade Hydrogen Peroxide, this little whitening wonder will gently clean tooth enamel, without irritation. Just apply at night and wake up to a sparkly white grill, as the one and only Oxygen lightens your tooth enamel and reverses the damage of your daily coffee habit.

BREATH SPRAY

Keep it fresh and fabulous with our delicious minty fresh breath spray. Our spearmint oil is anti-bacterial, anti-inflammatory and freshens breath beautifully, while xylitol stimulates saliva and neutralises bad breath effortlessly. Pop it in your bag and spread the fresh vibes wherever you go.



MEET YOUR ORAL MICROBIOME

You've heard about the gut microbiome, but what about your oral microbiome? This bodily wonder is just as important, and the fascinating science around it is only just coming to light.

So, let's start with the basics...
where is it and what is it?

Specifically, the oral microbiome area encompasses the tongue, the hard palate, the teeth, the area around the tooth surfaces and the area above and below the gums. Known as the oral microbiome, this collection of bacteria (over 700 different species to be precise) is a cornerstone of good health – for your mouth and beyond.

WHOLE MOUTH HEALTH

The oral microbiome has some pretty important jobs, like tooth remineralisation, carrying oxygen to the gums, removing waste from our mouth and protecting us from damaging external organisms. Like the gut microbiome, the health of the oral microbiome is dependent on the balance of good and bad bacteria. And just like the gut, an imbalance will lead to inflammation, illness, and disease. These will often manifest in the form of tooth decay, gingivitis and oral thrush.

When the beneficial bacteria flourish, your teeth will feel clean, your gums will appear pink and they will be well oxygenated. If your oral microbiome is too thick, you might experience symptoms like bad breath, tooth decay and gum disease. Conversely, if your oral microbiome is too thin, you might suffer from things like ulcers and sensitive teeth.

Dentistry is just starting to acknowledge the importance of healthy mouth flora and that we need to actively take care of it, and not just detonate it with chemicals!



MEET YOUR ORAL MICROBIOME

BEYOND THE MOUTH

While key to a healthy mouth, the oral microbiome is also fundamental to many other aspects of our health, and even impacts the progression of disease.

New research is just coming to light over the connection between the oral microbiome and diseases like Parkinson's Disease, Irritable Bowel Syndrome, cirrhosis of the liver and many more. Put simply, the mouth is the passageway to the gut.

Over 45% of the bacteria found in the mouth are also found in the gut. So, it follows that a healthy oral microbiome is a precursor to a healthy gut microbiome. And as 70% of our immune system is located in the gut, we should take good care of our oral microbiome too!

PROTECT YOUR ORAL MICROBIOME

Everything we put in our mouth can affect our oral microbiome, from the foods we choose, to the drinks we swig and the oral care products we use each day. Finding products that enhance your oral microbiome is an essential part of maintaining a healthy mouth.

- 01 Eat well – go for a balanced diet, low in sugar and carbohydrates, choose alkalisng foods and go to town on vegetables! The more antioxidants, the better.
- 02 Minimise sugar and alcoholic drinks as they can deplete your tooth's enamel.
- 03 Brush twice a day, and floss at least twice a week – make sure the products you choose are free of toxic chemicals, detergents and alcohol.
- 04 See the dentist – regular mouth cleanings (every 6 months) can help you keep your oral microbiome in top shape.
- 05 Pick your mouthwash wisely – avoid one made with alcohol and it dries your mouth out and detonates all bacteria – the good and the bad.
- 06 Stay hydrated – water is good for everything... including your oral microbiome!
- 07 Tongue scraping – a little scrape a day can keep bad bacteria away.
- 08 Add an oral probiotic – we use Lactobacillus Salivarius in all our toothpastes. It's an oral probiotic that can boost the good bacteria in your mouth.



MEET HYDROXYAPATITE

We've replaced fluoride with hydroxyapatite; a natural compound proven to remineralise teeth, without the controversy.

WHAT IS HYDROXYAPATITE?

Hydroxyapatite is the main mineral our teeth and bones are made of. It is a proven safe alternative to fluoride and is entirely non-toxic - no poison warnings needed!

WHAT'S WRONG WITH FLUORIDE?

We could go on, but let's just say that fluoride is toxic in large doses and associated with increased risks of at least 11 medical conditions.

FUN FACT!

The first medical application of hydroxyapatite was in 1970 by NASA. At zero gravity, bones and teeth lose significant mass; so hydroxyapatite was administered to returning astronauts to help repair and remineralise their bones and teeth.

HOW IT WORKS:

Hydroxyapatite particles penetrate below the surface of the enamel, providing replacement calcium and phosphate ions to areas where minerals have dissolved, remineralising demineralised enamel and restoring its integrity and translucent gloss. This means teeth become harder and stronger, while tooth's surface becomes smoother and white.

Hydroxyapatite has been the gold standard of oral care in Japan for 40 years. It is a bio-compatible compound and therefore readily absorbed right down to the tooth's root; unlike synthetic compounds, it reaches the deepest areas of decay and can rebuild enamel on any tooth surface.



MEET HYDROXYAPATITE



SCIENTIFIC PAPERS:

One study, published in the British Dental Journal, found 10% hydroxyapatite achieved comparable efficacy with 500ppm F- in remineralising initial caries and preventing demineralization in children

Another study, published in the Journal of Dentistry found that toothpaste containing hydroxyapatite revealed higher remineralising effects compared to amine fluoride toothpastes.



WHAT DENTISTS SAY:

"Many people are looking for a natural toothpaste. I like Gem because it uses hydroxyapatite which occurs naturally in your teeth. Not only does it help remineralise the teeth, but it also helps with sensitivity and can make the teeth look whiter. And as a bonus the four flavours are delicious. It's now my go-to recommendation for clients looking for a natural toothpaste"

– Dr Fiona Kelly

GEM & SENSITIVE TEETH

WHAT IS TOOTH SENSITIVITY?

Tooth sensitivity, or dental hypersensitivity, happens when your mouth reacts adversely to external elements, like food, drinks or even brushing. This means pain can strike after eating an ice-cream, sipping a hot drink or even biting into something acidic, like an orange. This sharp stabbing pain affects a whopping 44% of Australian households.

HOW DOES IT HAPPEN?

Dental hypersensitivity happens when the gums pull away from the gum line, leaving the Dentin exposed. Dentin is made up of tiny pores, called dentinal tubes, which lead directly to Dental pulp. This is the softest tissue found at the very centre of your tooth – and it's packed full of nerves and blood vessels. When enamel is removed, dentinal tubule nerves endings are exposed and hot, cold and acidic foods and drinks can hurt.

HYDROXYAPATITE & SENSITIVE TEETH

There are dozens of international research papers proving Hydroxyapatite's effectiveness in reducing teeth sensitivity. The mighty compound works by plugging the exposed dentin tubules with little deposits of Hydroxyapatite. Better still, Hydroxyapatite has hydrating properties, so instead of numbing your nerves like traditional sensitivity agents (Potassium Nitrate), Hydroxyapatite attaches itself to the crown of your teeth to protect them. Think of it like a shield, protecting your teeth from exposure to painful triggers. So bring on that eat ice-cream!

GEM & SENSITIVE TEETH

We've had dozens of Gem fans tell us they've finally been able to ditch their sensitive toothpaste as Gem is a more effective option.



MEET THE TOXIC TEN

We hate to break it to you, but there's some pretty nasty stuff hiding in your paste. Some of these substances have even been banned in hand soap! We call these bad boys the Toxic Ten.

We pinky promise that you'll never find any of them loitering in our products. Brush on baby!

- 01 TITANIUM DIOXIDE:** An inorganic chemical compound added as a colorant to make toothpaste white.
- WHY IT'S HARMFUL:** Evidence suggests that some nanoparticles in titanium dioxide may induce toxic effects in your brain and cause nerve damage. Some may even be carcinogenic.

- 02 TRICLOSAN:** This pesticide has been banned by the Food and Drug Administration in soap and body wash, but is still lurking in our toothpaste for its anti-bacterial properties.
- WHY IT'S HARMFUL:** Triclosan acts as a 'nuke', detonating both good and bad bacteria in your mouth. This imbalances your mouth's flora, leading to bad breath, dry mouth and negatively impacts your body's natural ability to build resistance to disease and infection.

- 03 SLS:** This chemical compound is used as a surfactant, detergent denaturant in various cosmetics and industrial cleaners. It's also used as a foaming agent in toothpaste.
- WHY IT'S HARMFUL:** SLS irritates the mouth and strips away the lining, which can lead to canker sores, irritation and organ toxicity. Almost 16,000 studies have exposed the toxic nature of this chemical, often used as an insecticide.



MEET THE TOXIC TEN

04 FLUORIDE: This chemical is added to prevent cavities by aiding remineralising of tooth structure.

WHY IT'S HARMFUL: Fluoride has never been approved as safe and effective by the FDA in the USA. This neurotoxin is dangerous to your health; it's one of four ingredients in Sarin nerve gas and is found in insecticides, wood preservatives, fungicides and rat poison (causing stomach lesions which results in the rat bleeding to death). Fluoride is known to be an endocrine disrupter affecting the bones, brain, pineal gland, thyroid gland, hormones and blood sugar levels.

05 PARABENS: Chemicals used as preservatives to extend the shelf life of toothpaste.

WHY IT'S HARMFUL: These compounds can act like the hormone estrogen and are suspected to be endocrine disruptors: thought to potentially lead to cancer, as well as developmental and reproductive issues.

06 PROPYLENE GLYCOL: A synthetic chemical compound used as a surfactant. It's also used in antifreeze and paints and is used in toothpastes to smooth out the texture.

WHY IT'S HARMFUL: Highly toxic to humans, this compound is known to irritate the skin, eyes, lungs and mucous membranes.

07 DEA: A compound used to make your toothpaste foam.

WHY IT'S HARMFUL: It has been shown to cause eye and skin irritation and has even been linked to liver cancer in mice. It is also a hormone disruptor and known to cause organic system toxicity.



MEET THE TOXIC TEN

08 ARTIFICIAL COLORING: Artificial toothpaste colours are used to make commercial toothpaste aesthetically pleasing.

WHY ITS HARMFUL: Artificial dyes may contain up to 10% impurities. Some of these undesired ingredients could include lead, arsenic, mercury and carcinogens. Additionally, artificial colourings have been linked to behavioral problems in children.

09 ANIMAL INGREDIENTS: No animals were harmed throughout the making of Gem. We don't use any animal derived ingredients, or test on animals, ever. In fact, no animals were even touched throughout our entire process. Except Minty, Tiger and Panda, our cute-ass cats who lapped up the love during late-night brainstorming.

WHY IT'S HARMFUL: We don't really need to answer this, do we?

10 BS: It's exhausting, boring and a total waste of everyone's time. Instead of BS, we serve up the truth, with no sugar coating, no complexities and no nonsense. We tell it like it is and disclose everything we know, in ways that leave no room for interpretation.

WHY IT'S HARMFUL: BS might just be the most toxic of the toxins going round. And it's everywhere. YAWN.




QUESTIONS?

Contact us anytime.

e: georgia@gem-kind.com

p: 0418 351 805

 [gem_kind](https://www.instagram.com/gem_kind)

 [gem.kind.community](https://www.facebook.com/gem.kind.community)

 [gem-kind](https://www.linkedin.com/company/gem-kind)

