



Meet Us At ECRM! • www.DrBDentalSolutions.com

Dr. B Dental Solutions

The Most Effective Denture Care System

Helps Prevent Oral Infections, Dry Mouth & Sore Spots

Denture & Oral Appliance Care Is Increasingly Important To Retailers:

Aging Population – 48 Million Americans over 65 Years by 2050.

Huge Market – Currently 36 Million Americans are fully edentulous, 120 Million partially.

Rapid Growth Of New Treatments – Now There's An Oral Appliance For Everyone!

Retainers, Aligners, Mouth & Night Guards, Sleep Devices, Dentures, Implant-Bridges & More.

US Center for Disease Control and American College of Prosthodontics

Why Dr. B Dental Solutions Is An Ideal Partner For Retailers:

Denture Care Products Haven't Changed In Decades – But Consumer Preferences Have!

Premium Products – Make More Money From The Same Categories:

Consumers are willing to pay more for products **rich in vitamins, antioxidants & nutrients with unique health benefits that appeal directly to their needs.** Priced slightly above the competition, our products are an affordable luxury.

Earn more with 60+% Margins.

Innovative New Products – Sell More To The Same Customers:

Most brands have only 2 denture care categories, Adhesives and Soak Cleaners. Not only are our products better, but we have **3 brand new products to offer the same customers.**

Adhesident



**Powerful Hold
Reduces Dry Mouth**

Cleanadent Liquid Crystals



**Kills Candida, Strep &
Staph, Odor & Stains**

Cleanadent Paste



**Ultra-Low Abrasive
Refresh & Moisturize**

Cleanadent Wipes



**Infused With Paste
Hygiene On-The-Go**

Sonic Cleaner



**Helps Loosen Debris
Patients Love It!**

Innovative Formulas: Modern Science Combined With Time-Tested Natural Remedies

Reduce Dry Mouth & Sore Spots with Vitamins, Aloe Vera, Coconut Oil & Tea Tree Oil

Clean & Disinfect Disease & Odor Causing Pathogens with No Harsh Chemicals



**ADA
ACCEPTED!**

“

I love the whole Dr. B System. My mouth feels better than it has in years! No more Dry Mouth or Sore Gums and my denture is clean as new!

Catherine, Happy Denture-Wearer

”

Dr. Lorin Berland

Developed by Dr. Lorin Berland, highly acclaimed cosmetic dentist, best-selling author & leading educator with 40+ years experience treating & listening to patients. Dr. B started his career as a Denture Technician, and was recognized by the AACD for Outstanding Contributions to the Art and Science of Cosmetic Dentistry.

Contact us at info@DrBDentalSolutions.com or call 1-844-372-3368 (DRB-DENT)

ECRM ROUNDUP

NEW HBC BRANDS MAKE A MARK

Innovation was center stage at a recent ECRM event in Miami

Personal care, grooming and oral care — three categories that are becoming much more important to retailers and consumers, as suppliers continue to release new items that drive interest in sales.

ECRM held a conference in Miami last month to help retailers and suppliers get a better handle on what brands are entering the marketplace, and what they should do to build momentum in three extremely vital segments of the overall health and beauty care category.

Here is a look at what some of the companies that attended the three-day event had to offer:

Active Products

Active Wow, a fast-growing personal care brand based in Toronto, is offering Activated Coconut Charcoal Teeth Whitening powder in six popular flavors. Each product retails for \$24.97. Company officials said that activated charcoal is known as a highly absorbent material and has become the most popular natural choice to whiten teeth, cleanse impurities from skin, and detoxify the stomach.

Active Wow's marketing pitch is to offer consumers high-quality products, featuring the most popular ingredients in personal care and beauty: activated charcoal, Himalayan salt and argan oil.

Avrio Health

Avrio Health is relaunching the Betadine first aid antiseptic line, a global brand, into the U.S. consumer market this year. The launch will include a major upgrade to the packaging with a consumer-friendly focus, a new digital campaign, and increased promotional support for the brand domestically. The New York-based company offers Betadine in an 8-oz. antiseptic solution with a \$15.99 suggested retail price, and an antiseptic spray with a retail price of \$10.99.



“We are putting a tremendous amount of support behind these products for the first time in the U.S.,” said Heidi Block, chief marketing officer for Avrio Health US. “Betadine is a leading brand in many other parts of the world, and we are optimistic that with a significant increase in support it will quickly become a major player in the U.S., as well.”

Dr. B

Dr. B is offering Adhesadent, which, according to company officials, is the only denture adhesive that is specifically designed to provide a powerful hold while helping reduce dry mouth and sore spots. The formula

contains aloe vera and vitamins A, D and E to moisturize and soothe the gums, and a new copolymer that provides a strong, long-lasting hold that is easier to clean from the appliance and gums.

The new copolymer uses the moisture in the mouth to increase retention, so it doesn't dry out the mouth like other adhesives. Since Adhesadent reduces dry mouth and provides a tight food seal, it also makes eating easier due to the saliva production and hold, company officials said.

Dr. B also is offering Cleanadent Paste, the only cleansing paste that is gentle enough to safely brush both the gums and oral appliances. Company officials said it is great for removing adhesive off dentures and gums, and leaves the mouth feeling noticeably smooth and fresh. It also is formulated with vitamins A, D and E, aloe vera, coconut oil and tea tree oil to moisturize the mouth and reduce irritation and sore spots. The product is designed for dentures, overdentures and fixed and removable implant bridges.

Hello Products

The Montclair, N.J.-based company is adding activated charcoal fluoride-free whitening toothpaste to its line of toothpaste products and combining the product with an activated charcoal mouthwash and black toothbrush. The 4-oz. toothpaste has a suggested retail price of \$5.99, the 16-oz. mouthwash is priced at \$6.99 and the toothbrush is \$3.99.

“With this regimen, the consumer will put more items into her basket, and that is good for retailers,” said Kim Sines, senior vice president of sales at the company. “We see this as a perfect pairing of products. The combination will make a statement for retailers in their oral care section, and the result will be an increase in sales.”

Hello Products offers a 15-SKU line targeted at kids, featuring toothpaste, rinses and toothbrushes.