



# What Makes Shine Unique?



| Features  | OraWellness Shine | 'Natural' Products | Conventional Products | Notes   |
|---|-------------------|--------------------|-----------------------|---|
| Remineralizes?<br>If so, from which ingredient(s)?                                      | ✓                 | ?                  | ?                     | <ul style="list-style-type: none"> <li>• <b>Shine:</b> Remineralizes with microcrystalline hydroxyapatite (MCHA) protein-mineral complex, non-GMO xylitol, and non-dairy calcium lactate.</li> <li>• <b>'Natural':</b> There are many oral hygiene products that claim to help remineralize teeth using clays and/or trace minerals. While these ingredients may help with other aspects of oral health, they do not support the remineralization of teeth.</li> <li>• <b>Conventional:</b> If yes, from fluoride.</li> </ul> |
| Contains hydroxyapatite (HA)?   | ✓                 | ?                  | X                     |   |
| If yes, is HA the first ingredient?   | ✓                 | X                  | N/A                   |   |
| Micro-sized ( <i>not</i> nano) HA particles?  | ✓                 | ?                  | N/A                   | The European Commission's Scientific Committee on Consumer Safety issued an "OPINION ON Hydroxyapatite (nano)" report that expressed strong concerns about the safety of nano-sized HA in oral health products. <a href="https://health.ec.europa.eu/system/files/2022-08/sccs_o_246.pdf">https://health.ec.europa.eu/system/files/2022-08/sccs_o_246.pdf</a>   |
| Was the HA specially processed to preserve critical protein peptides?                   | ✓                 | ?                  | X                     | Shine's MCHA is intentionally dried at <i>low</i> temperatures in order to preserve its critical protein peptides.  |
| Helps reduce tooth sensitivity?   | ✓                 | ?                  | ?                     | <ul style="list-style-type: none"> <li>• <b>Shine:</b> Reduces sensitivity over time by remineralizing teeth with the <i>exact same</i> building blocks they're made of.</li> <li>• <b>'Natural':</b> Unknown</li> <li>• <b>Conventional:</b> If yes, usually by suppressing pain signals.</li> </ul>   |
| Whitens?  | ✓                 | ?                  | ?                     | <ul style="list-style-type: none"> <li>• <b>Shine:</b> Whitens with gentle polishers (white kaolin clay and baking soda).</li> <li>• <b>'Natural':</b> If yes, usually from harsh abrasives.</li> <li>• <b>Conventional:</b> If yes, usually from harsh abrasives and/or bleaching chemicals.</li> </ul>  |
| Free of GMOs, Soy, Dairy, Grains, Additives, Preservatives, Harsh Chemicals, & Fillers? | ✓                 | ?                  | X                     |   |
| Fluoride-free?  | ✓                 | ?                  | ?                     |   |
| SLS-free?   | ✓                 | ?                  | X                     |   |
| Certified gluten-free?  | ✓                 | ?                  | X                     |   |
| Paleo?  | ✓                 | ?                  | X                     |   |
| Vegan?  | X                 | ?                  | X                     | • <b>Shine:</b> The main remineralizing ingredient is MCHA, which is derived from pasture-raised, grass-fed <i>and</i> finished New Zealand cattle bone.  |
| Eco-friendly packaging?   | ✓                 | ?                  | X                     |   |