



Product Overview: dentibrite’s first-generation formula is a patented (US Patent No. 8,044,008), premier dental appliance cleansing solution, formulated using superior science principles, containing the optimal concentration of efficacious ingredients. The formula is highly effective for cleaning dental appliances such as removable braces, retainers, night guards, sports guards, dentures and similar devices.

Features and Benefits

- Effervescent tablet or powder format
- Bleaches, disinfects and deodorizes the appliance, while removing plaque
- Kills > 99.9% of odor-causing bacteria
- Color metric indicator shows when the cleaning process is complete
- Peroxysalts free
- Leaves no harmful residue on the appliance
- Prevents damage to and clouding of clear appliances
- Supports a healthy mouth and prolongs the life of the dental appliance
- Leaves dental appliance minty fresh and clean
- Restores confidence and self-esteem
- Superior to a National Brand Equivalent (NBE)
- Granted the ADA Seal of Acceptance*
- Extensive data set to support marketing literature and claims

Competitive Advantage: Peroxysalts are not used in dentibrite’s patented formula. The tablet or powder includes an indicator dye that signifies the end of the cleansing process, adding to its distinctive features. Comparative testing shows dentibrite’s formula is superior at removing plaque and stains from removable dental appliances. Furthermore, unlike many other products which focus on bleaching, dentibrite contains ingredients that specifically target hard-to-remove plaque without mechanical intervention.

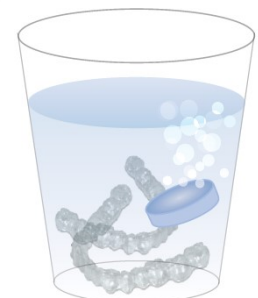
Private Label Opportunity



Company Profile
www.dentibrite.com

Contacts
Lynn Muzik
 CEO, Founder and Inventor
 e Lynn@dentibrite.com
 c 408.802.6577

Nick Conley, PhD
 CTO and Co-Inventor
 e Nick@dentibrite.com



*The ADA Seal of Acceptance is product and brand specific.