



Product Overview: Following up on the success of its first-generation dental appliance cleaning formula, dentibrite announced its second-generation dental appliance cleansing formula. This “aesthetically” enhanced solution patented methods and composition (US Patent Nos. 8,937,036 and 9,205,161) exhibits equivalent or improved performance across all cleaning metrics with a significantly reduced amount of bleaching agent, enhancing stability and eliminating the need for high fragrance loading. 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 99.99% of odor-causing bacteria at 5 min contact time
- Supernova™ additive enhances bleaching rate and biofilm removal
- Free of persulfates and dyes
- 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)
- Potential patent protection in Canada, China and Mexico
- Extensive data set to support marketing literature and claims

Competitive Advantage: This “aesthetically enhanced” formula exhibits equivalent or improved performance across all cleaning metrics with a significantly reduced level of bleaching agent thereby increasing stability and eliminating the requirement for high fragrance loading. Dentibrite cleaning crystals have been scientifically proven to remove 97% of biofilm, more than 4x the leading competitors. Further optimization is unlikely to occur. Visit www.dentibrite.com.

Private Label Opportunity



Company Profile

www.dentibrite.com

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