



Coralbrite

Your true smile – restored naturally

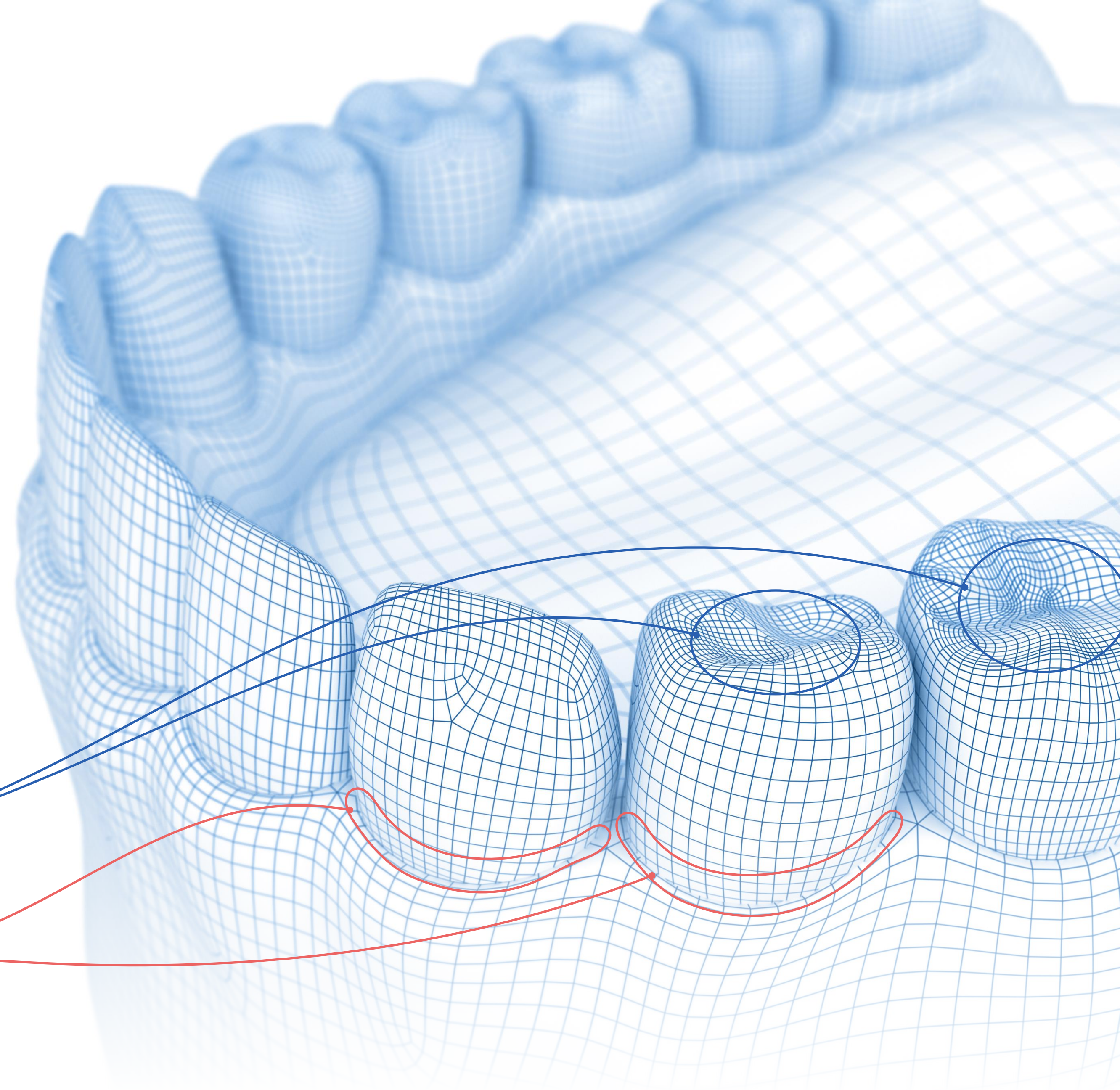
coralclub

Why do we need toothpaste?

In conjunction with brushing and flossing, toothpaste aids in the removal of **plaque** that forms on the tooth surfaces. Its ingredients also assist in the removal of food debris, saliva protein molecules, bacteria, and dead tissue particles forming along the cervical line, just below the crown.

Surface (crown)

Cervical line




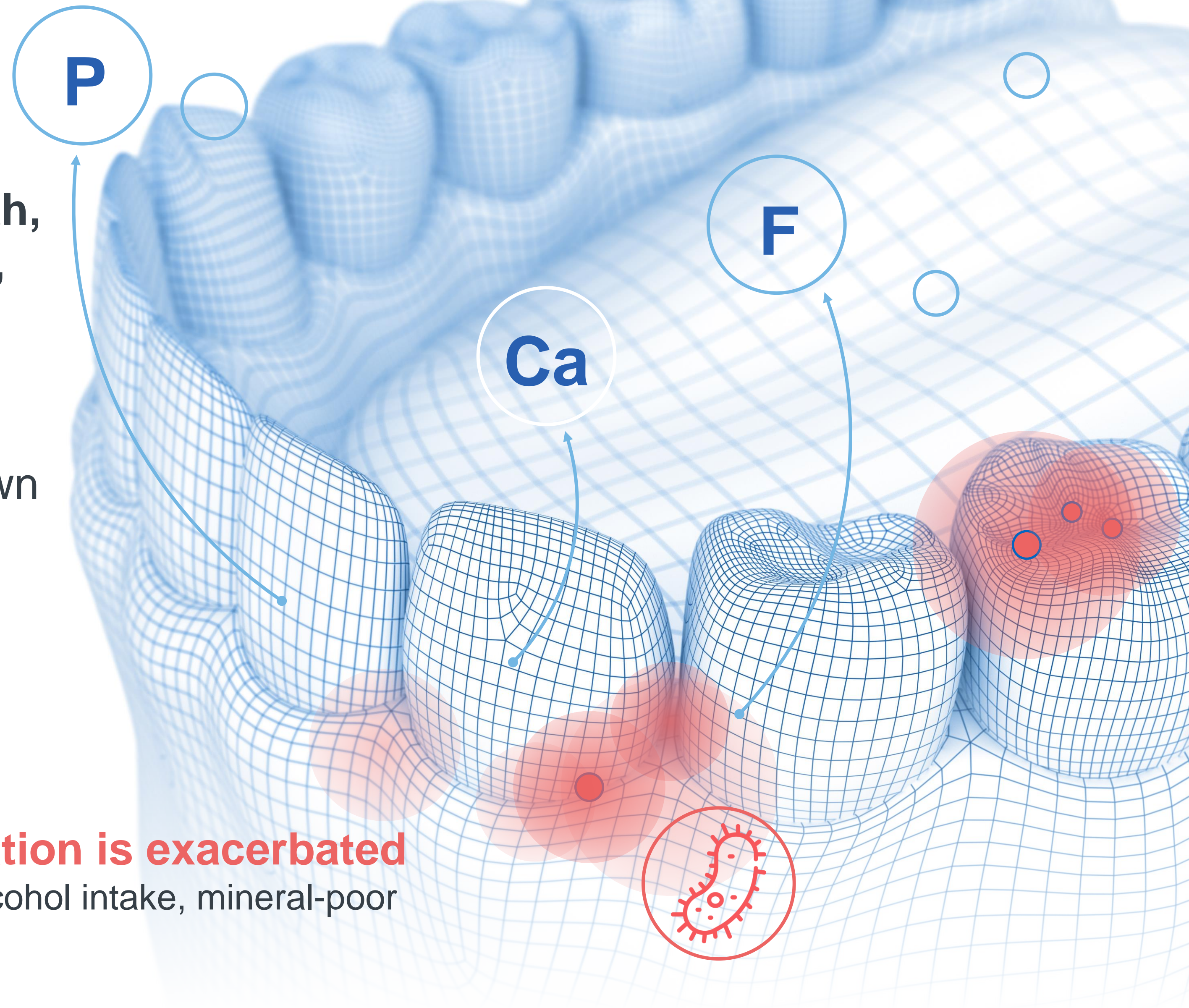
Why do we need toothpaste?

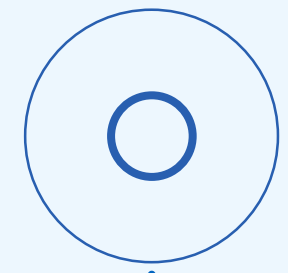
Plaque — the primary cause of bad breath, tooth decay, and gum disease (gingivitis, periodontal disease).



This process strips minerals from teeth and accelerates enamel erosion, otherwise known as **demineralization**.

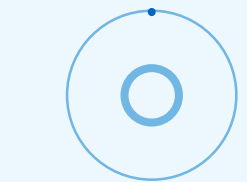
 **The process of enamel demineralization is exacerbated** by sweet and sour foods in the diet, smoking, alcohol intake, mineral-poor food, and by body's natural aging.





Toothpaste's main functions

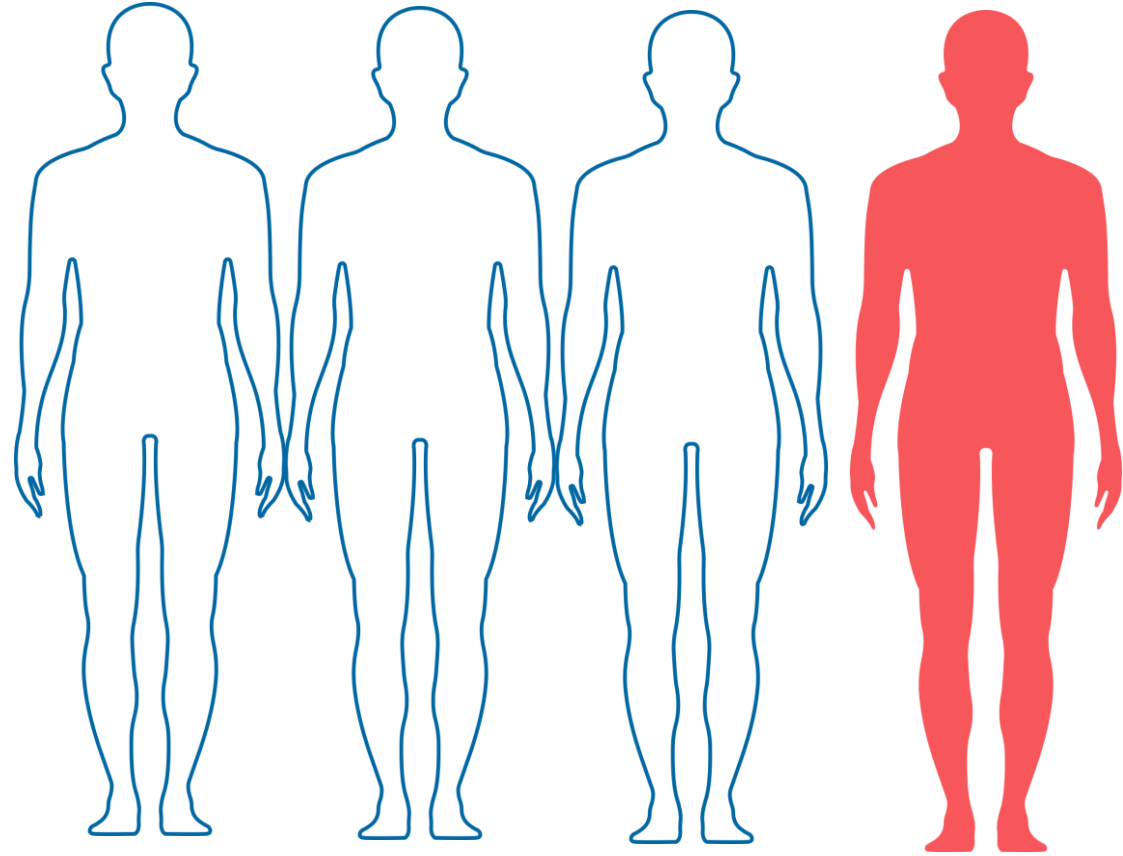
- Remove plaque
- Strengthen tooth enamel
- Freshen breath



Additional uses

- Whiten or brighten tooth enamel
- Support the structure of tooth enamel
- Support healthy gum tissue

The status of tooth enamel in the modern world



General enamel loss

1 in 4 Americans have untreated tooth decay (damage to tooth enamel)

**Data from www.cdc.gov/oralhealth*

77%

Acid erosion

77% of UK adults show signs of enamel loss due to acid erosion *

** Data from 5654 adults with dentition who participated in the 2009 Adult Dental Health Survey.*

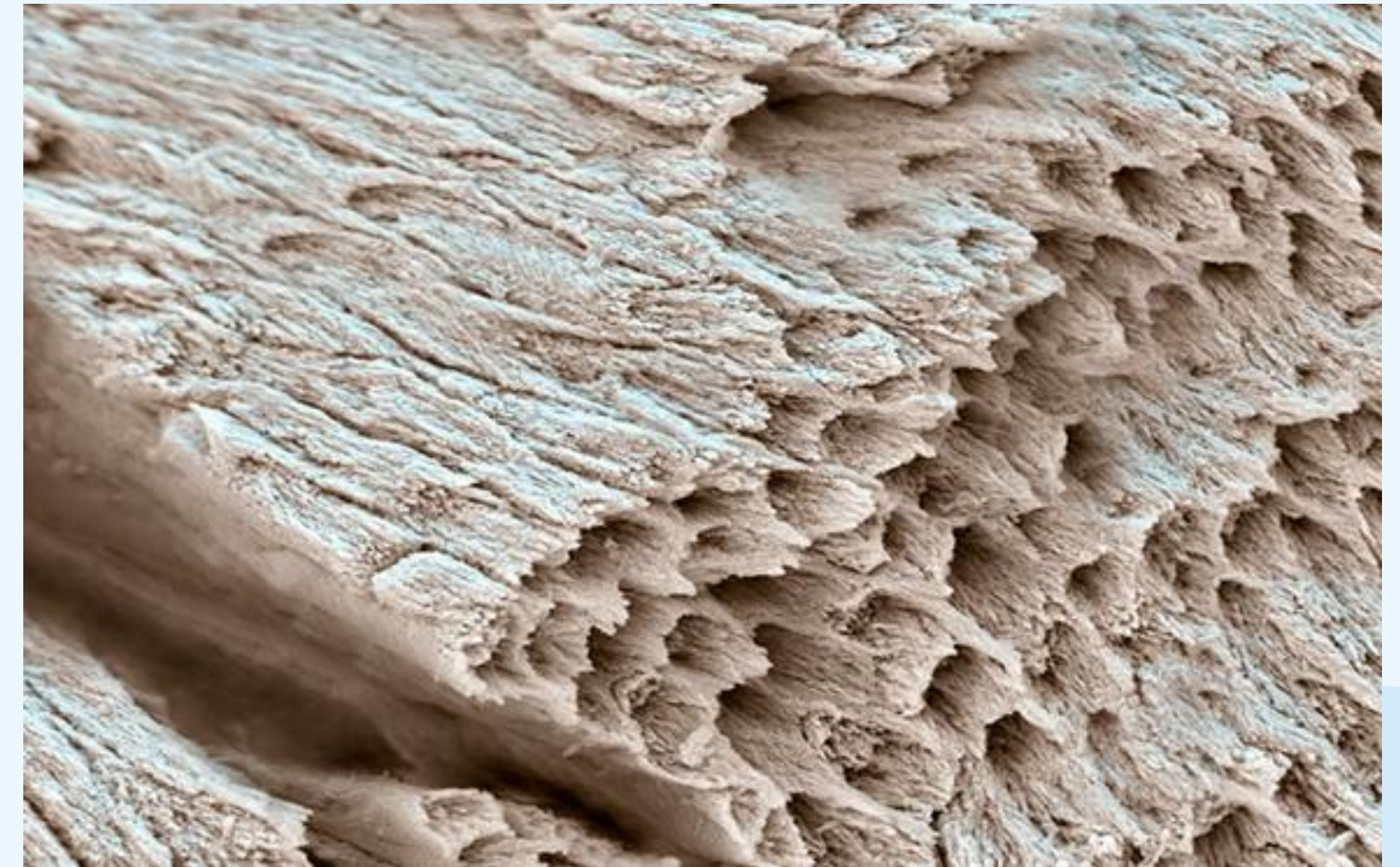
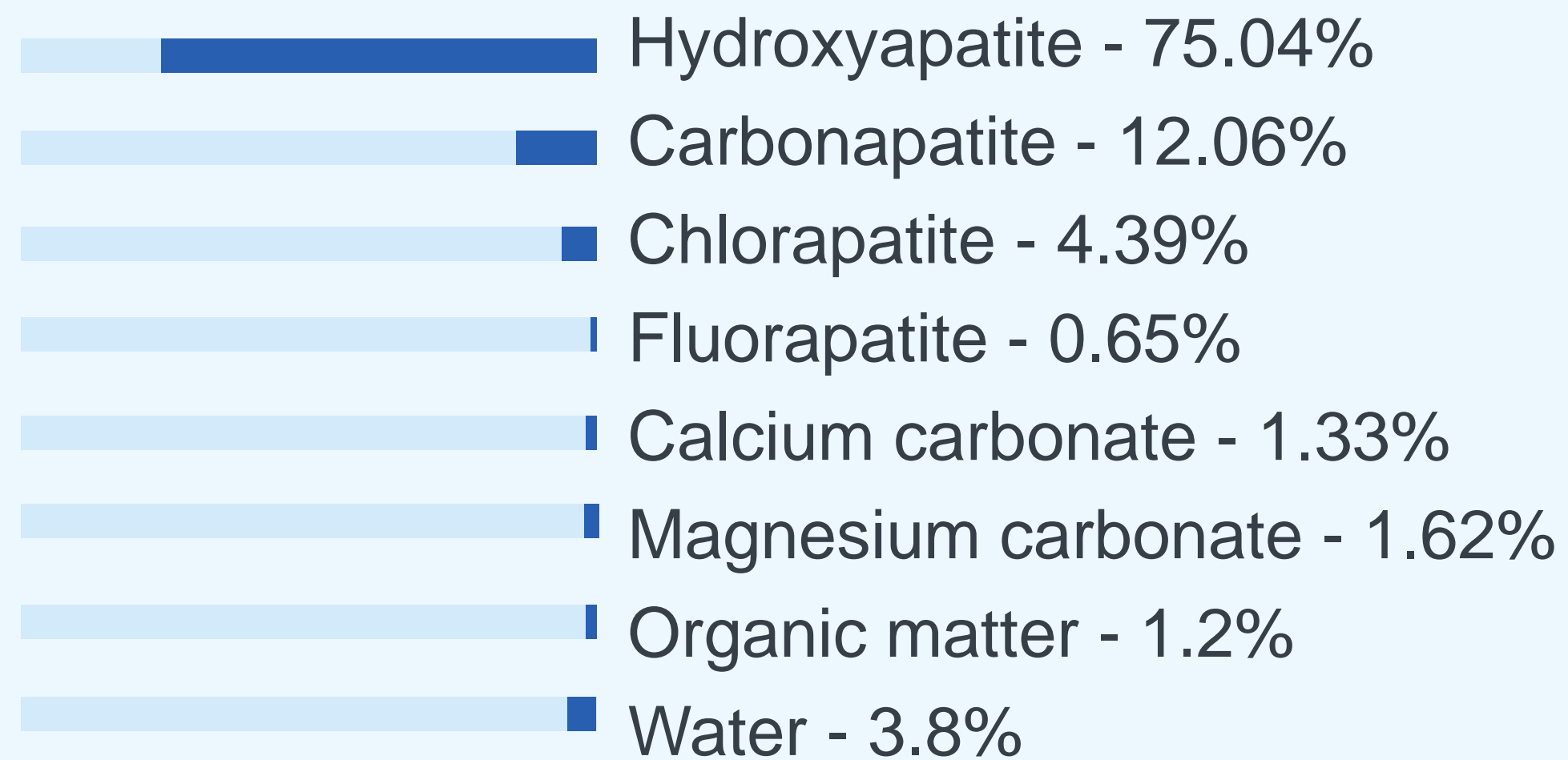
What is tooth enamel made of?

Tooth enamel —

the hardest tissue in the body. It is built from enamel prisms, which consist of **75% hydroxyapatite ($\text{Ca}_{10}(\text{PO}_4)_6\text{OH}_2$)**.

Compounds of calcium, potassium, magnesium, carbonates, phosphates, strontium, zinc, and iron are essential for maintaining dental health.

Chemical composition of tooth enamel



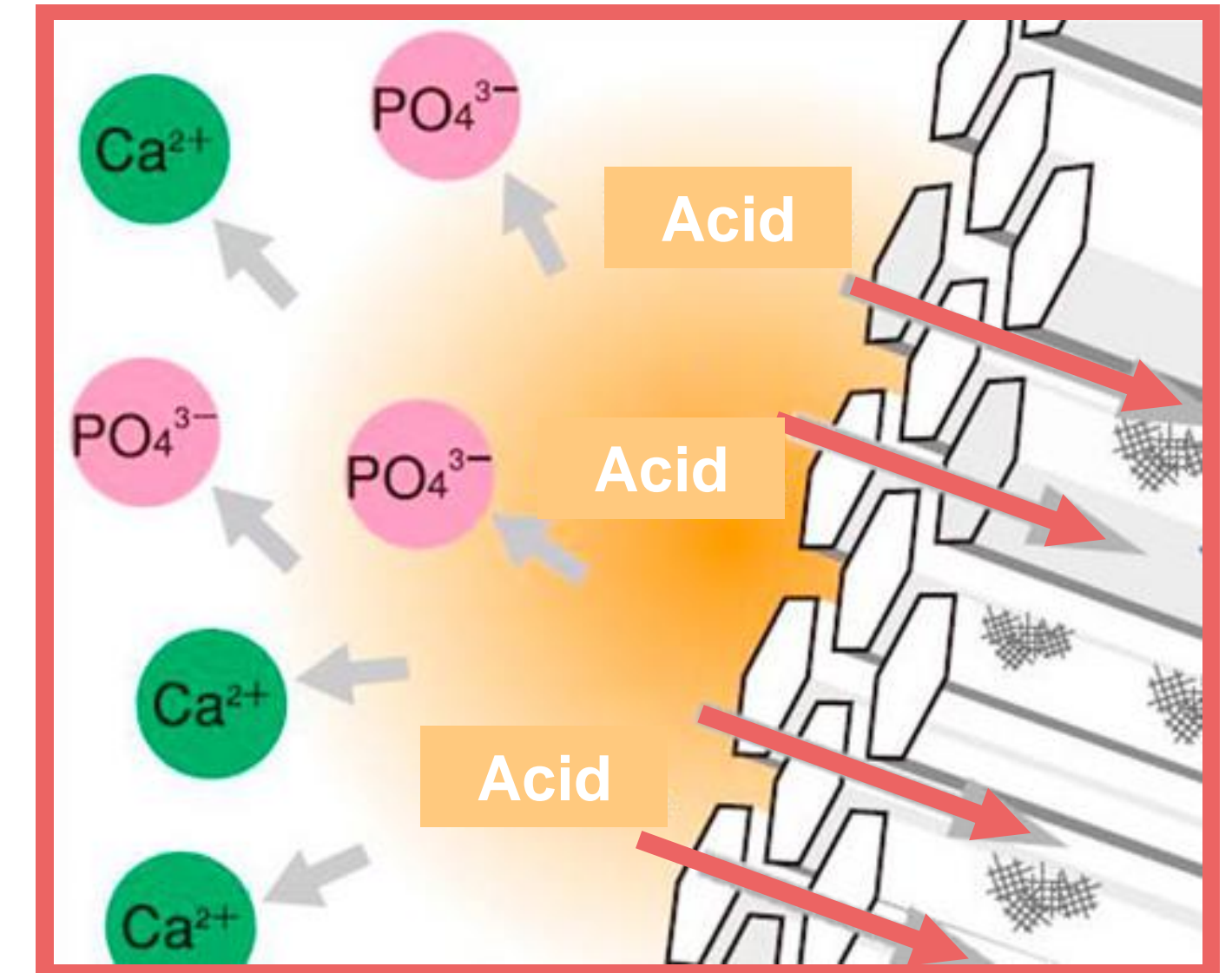
Deminerlization and remineralization of tooth enamel

Human saliva contains a large amount of calcium ions and phosphate ions (components of hydroxyapatite), thus saliva is a saturated solution of **hydroxyapatite (HAP)**.

Due to this, a natural process of tooth enamel **remineralization and demineralization** constantly occurs in the oral cavity. First, the saturation of tooth enamel with calcium and phosphorus, and then the reverse process - its wearing out, and subsequent loss.

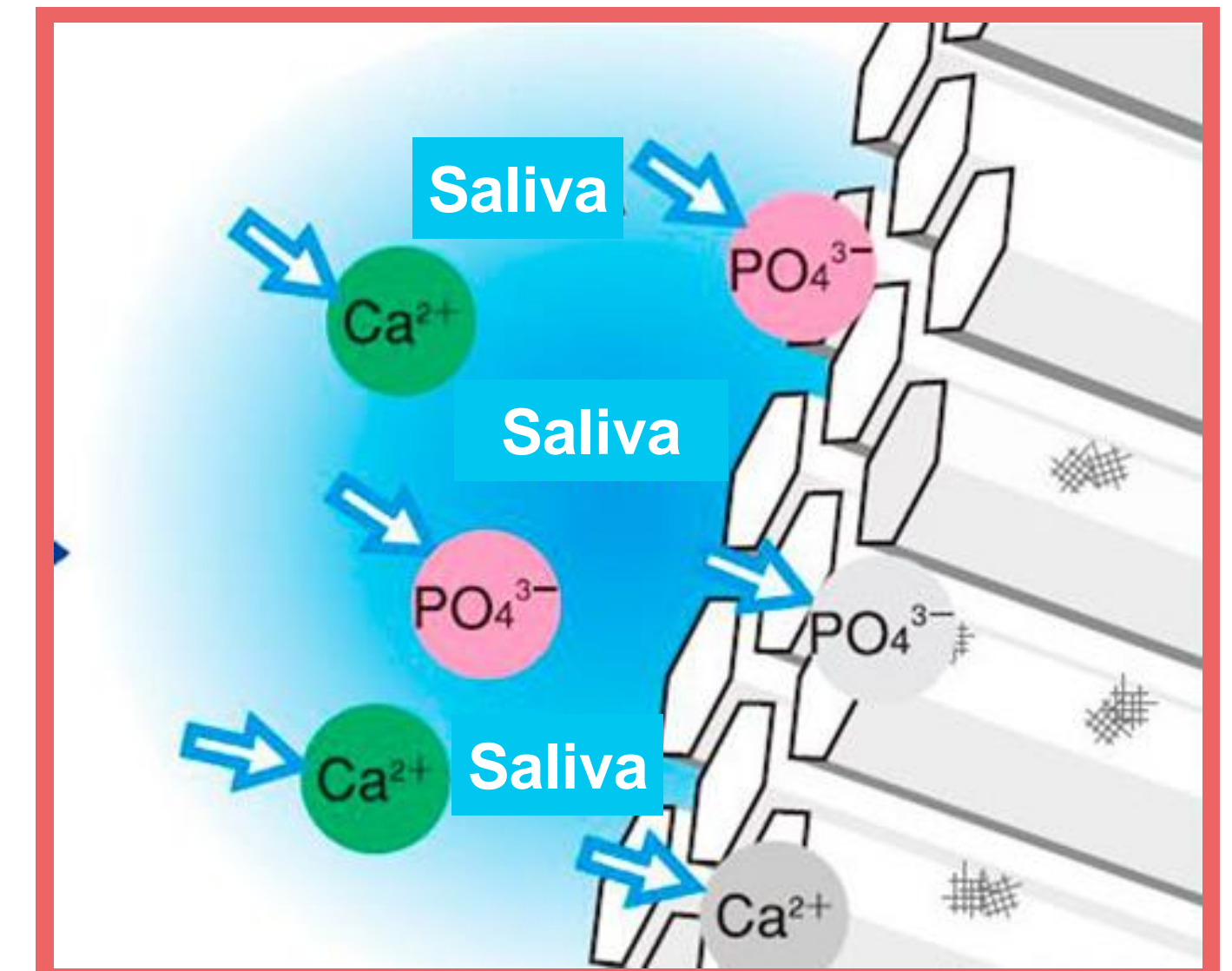
Deminerlization

Plaque bacteria release acid, which washes away minerals (calcium being affected the most).

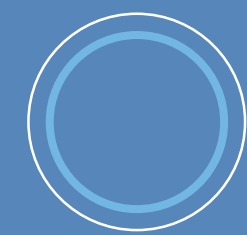


Remineralization

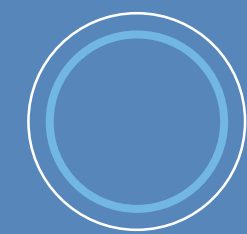
Calcium and phosphate ions from saliva, a form of saturated hydroxyapatite solution, restore enamel and neutralize acid.



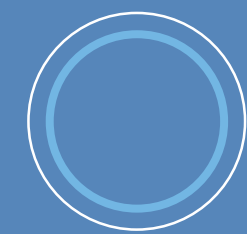
When is additional remineralization necessary?



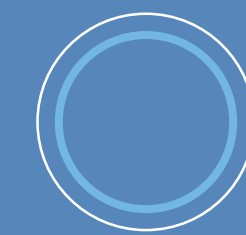
With insufficient oral hygiene



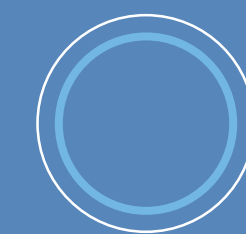
If the diet contains a lot of sweet and sour food and drinks, or alcohol



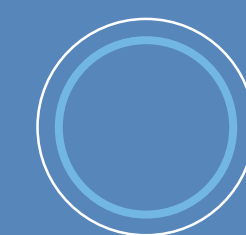
After using abrasive toothpastes



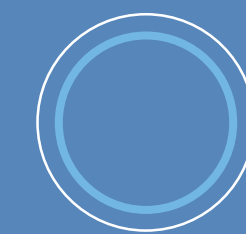
In case of metabolic disorders (for example, diabetes mellitus), or hormonal disorders



Diseases of the gastrointestinal tract, when mineral absorption is impaired



When connecting with helminths



For those who smoke



Additional remineralization is virtually always a necessity.

Toothpaste with hydroxyapatite —
the clear way to maintain and restore balanced
tooth enamel remineralization and
demineralization.

Coralbrite —

Calcium Hydroxyapatite Toothpaste
with CORAL APATITE®



Coral Apatite® – hydroxyapatite from unique, natural raw materials

Coralbrite toothpaste is derived from Coral Apatite® hydroxyapatite sourced from natural fossilized coral from Yonaguni Island, Japan. Most other toothpaste apatite production is sourced from conventional limestone.



Due to its coral properties, Coral Apatite®, as a hydroxyapatite, contains about 70 other minerals, including magnesium, potassium, zinc, potassium, and strontium, which are all important for dental health.

These minerals were incorporated into coral from seawater long ago, when coral was still completely submerged.

Coral Apatite® – natural eco-friendly

The ancient fossilized corals from which Coral Apatite® is produced come from coral reefs that grew in pristine seas during the Earth's warm period around 100,000 years ago. The subsequent movement of the earth's crust raised the reef above sea level. These are not living corals, but rather aggregated coral fossils preserved in the same state as they were during life.

Their extraction and processing does not harm the ecosystem of the island. The living reef below the water's surface is not affected, and the surrounding area's natural conditions are not disturbed.



What role does hydroxyapatite play in toothpaste?

Once in water, hydroxyapatite dissociates into calcium ions (Ca^{2+}), phosphate ions (PO_4^{3-}), and hydrogen phosphate ions (HPO_4^{2-}), which penetrate tooth enamel, providing a remineralizing effect.

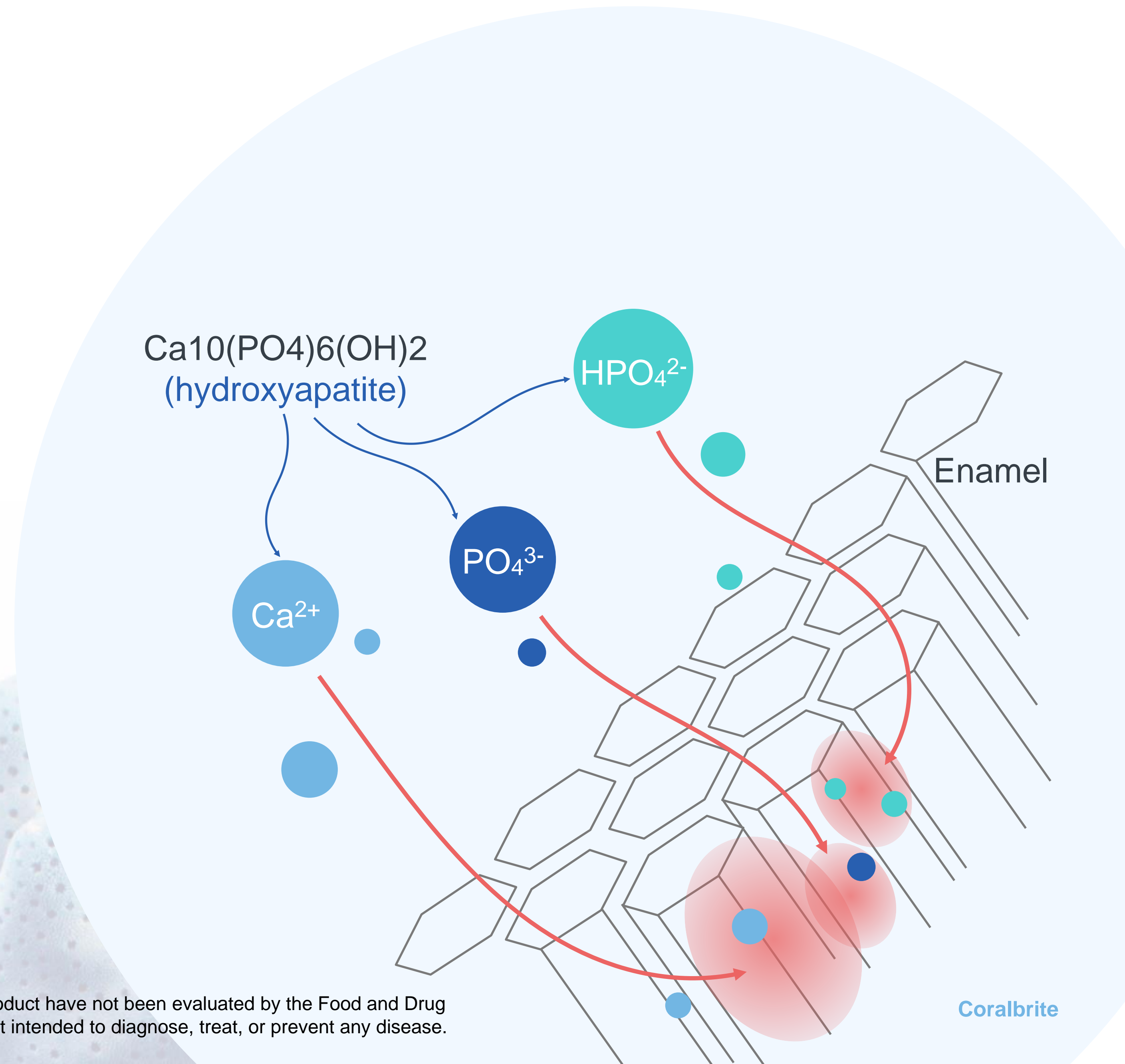
$\text{Ca}_{10}(\text{PO}_4)_6(\text{OH})_2$
(hydroxyapatite)

Ca^{2+}

PO_4^{3-}

HPO_4^{2-}

Enamel



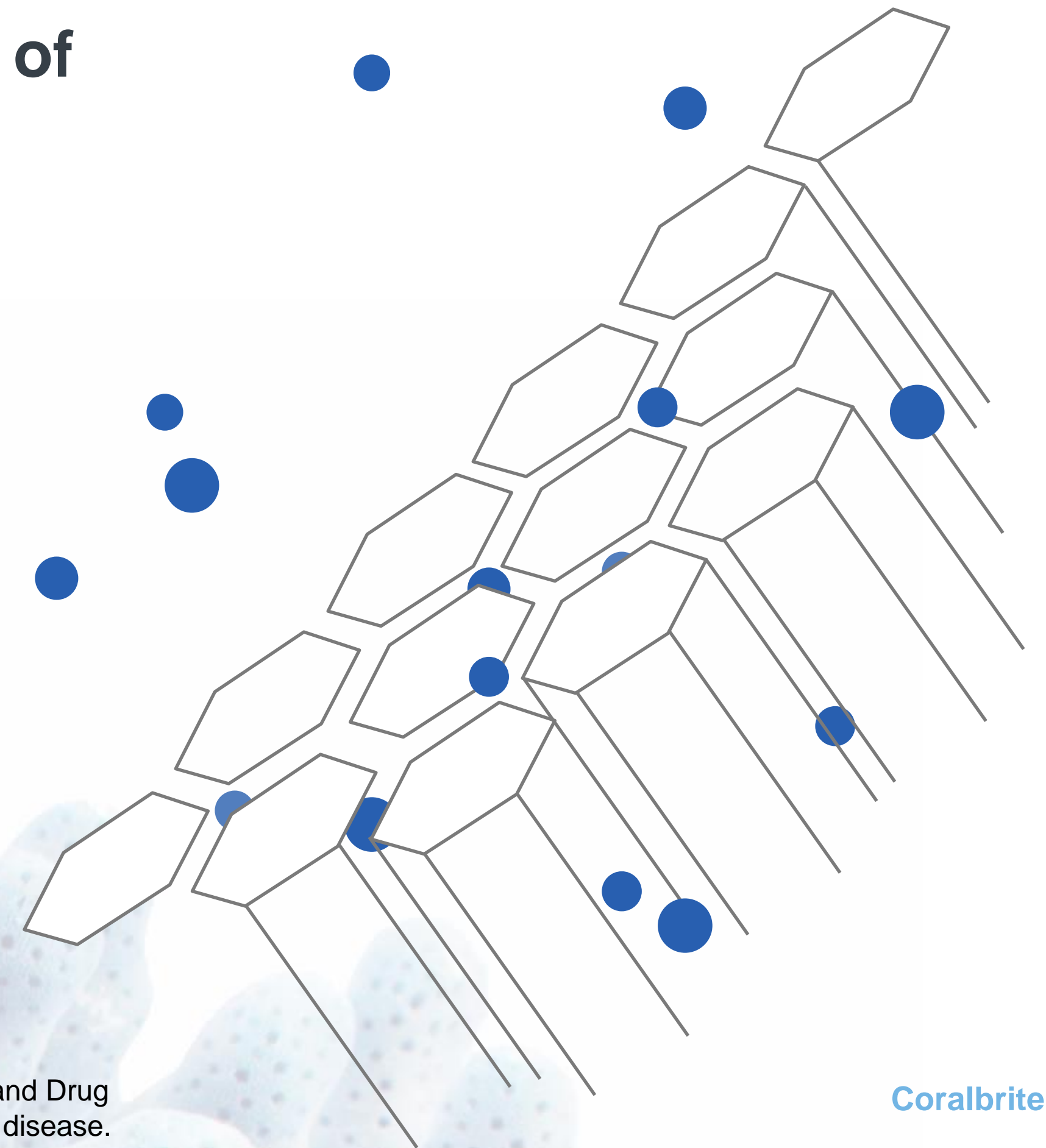
Hydroxyapatite in toothpaste:

- Restores enamel's mineral density and structure.
- Reduces micro-cracks and thinning areas.
- Returns enamel's shine and smoothness.
- Helps prevent tooth decay in the "white spot" stage.
- Reduces tooth sensitivity.
- Due to the increased adsorption properties of coral hydroxyapatite, plaque is removed more effectively.
- Brightens tooth enamel.

The maximum penetrating power of Coral Apatite®

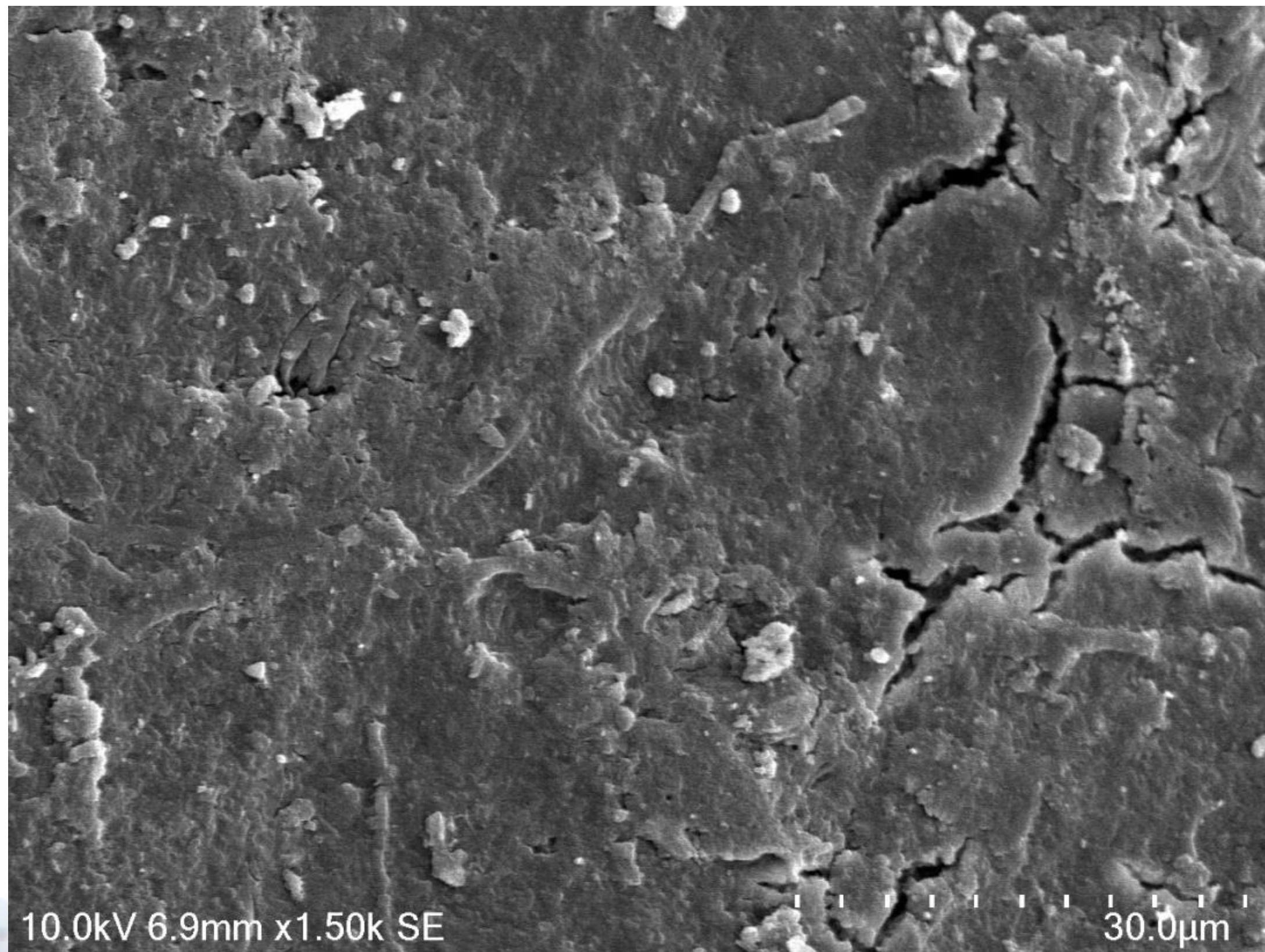
The particles that make up **Coral Apatite®** are approximately 6 micrometers. Therefore, they readily dissolve in **water** and can penetrate deep into enamel prisms, providing **remineralization of tooth enamel on the surface, and also in deeper layers.**

1 millimeter = 1000 micrometers



After applying Coral Apatite®, tooth surface becomes **smoother and more even**.

BEFORE USE



AFTER USE



How Coralbrite differs from other **hydroxyapatite** toothpastes, and those with **fluoride**.

Toothpastes with fluorides aim to solve the same problems as those with hydroxyapatites, but the way they work is different – and Coralbrite is in a league all its own.

Fluoride

forms an acid-resistant type of apatite, which reduces the leaching of minerals from enamel and reduces demineralization.

Hydroxyapatite

directly supplies the necessary components to demineralized enamel surface areas, slows down mineral leaching, and improves remineralization. At the same time, in the acidic environment created by cariogenic microorganisms, HAP itself can dissolve, and its effects stop.

Coral Apatite® hydroxyapatite is protected from this, since acid-base balance is maintained due to the rich mineral composition and the addition of natural calcium carbonate to the toothpaste, which creates the conditions for maintaining and restoring the balance between demineralization and remineralization.

Coralbrite is made up of 99.7% natural ingredients:

- Calcium carbonate from natural limestone
- Quercetin from onion extract and allantoin
- Unique pistachio tree mastic from the Greek island of Chios
- Japanese mint oil

Complete list of ingredients:

Water, calcium carbonate, glycerin, sorbitol, hydroxyapatite, carboxymethyl cellulose, hakka yu mint oil (jpn), sekken soji wash base (jpn), sodium citrate, carrageenan, allantoin, onion extract (allium cepa), pistachio tree resin (pistacia lentiscus), phenoxyethanol.



Natural calcium carbonate

- Toothpastes' main cleansing component
- Due to its natural origins, it is an additional source of calcium ions for tooth enamel remineralization, enhancing the effect of Coral Apatite® hydroxyapatite
- Reduces the acidity of saliva, thus reducing enamel demineralization
- Increases the brightening properties of the toothpaste, as it absorbs dental plaque's fatty components



Quercetin from onion extract and allantoin

Quercetin — a bioflavonoid and a powerful antioxidant. In toothpaste, it acts as an antimicrobial and contributes to healthy microbiota and oral health

Allantoin — a plant-based component which contains carotenoids and tannins.

- Supports mucous membrane protection
- Acts as a soothing ingredient to support oral health



Pistachio mastic (resin)

This is a unique pistachio tree mastic from the Greek island of Chios. The resin of the pistachio trees growing on this island has healing properties, thanks to the mineral rich waters from underground volcanoes that seep into the tree roots.

Since 1977, all pistachio trees that produce this resin are insured by a special trade program. Only resin from the island of Chios can be called “mastic,” thanks to the special status, “Protected Designation of Origin.”

Benefits of mastic include:

- reducing bacteria in the oral cavity
- preventing bad breath, together with Japanese mint oil



Japanese mint oil

Japanese mint oil is a natural flavoring agent with a refreshing taste, plus other beneficial properties:

- soothes mucous membranes
- has an antimicrobial effect
- prevents the advent of unpleasant odors
- stimulates metabolic processes in gum tissue



Other beneficial ingredients

Glycerin — a vegetable component derived from coconut oil, which has a moisturizing and soothing effect on the mucous membrane

Sorbitol — a flavoring agent, sweetener, and sugar substitute which is used for additional protection against tooth decay; helps to retain moisture, thus keeping the toothpaste from drying out; acts as a preservative and thickener

Cellulose gum — a safe, cellulose-based stabilizer and thickener

Soap Material — a foaming agent, Sekken Soji, which is based on coconut oil

Phenoxyethanol — a preservative with antibacterial properties; used at a concentration of 0.3% - well below the recommended maximum concentration of 1% (Sources: <https://onlinelibrary.wiley.com/doi/full/10.1111/jdv.15944#>; <https://www.cosmeticsinfo.org/ingredients/phenoxyethanol/>)

Sodium citrate — a crystallization inhibitor and acidity regulator obtained from the unripe persimmon fruit

Carrageenan — a natural, seaweed-based thickener

Coralbrite toothpaste



Removes plaque



Improves remineralization of tooth enamel



Strengthens and restores tooth enamel



Reduces tooth sensitivity



Polishes and brightens tooth enamel



Combined with proper tooth brushing techniques – helps prevent tooth decay



Refreshes and prevents unpleasant odors



Contains 99.7% natural ingredients



Made in Japan

Scientific studies used in Coralbrite's development

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Coralbrite

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BONUS POINTS

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CLUB PRICE

RETAIL PRICE





Coralbrite

Your true smile – naturally restored

coralclub