

Supermouth®

Custom MouthCare Systems

create value for your
patients and practice



supermouth.com • supermouthpro.com

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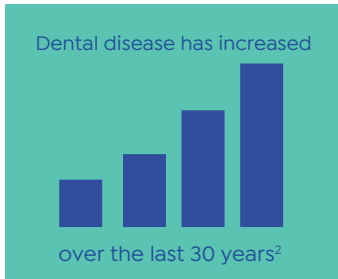
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jaw dropping facts



Over **70%** of adults over age 65 (and almost half of adults over age 30) have periodontal disease³

50% of the world suffers from oral disease¹

Half of children and **90%** of adults have various degrees of tooth or root decay⁴

1. WHO. (2022, November 18). Oral health. Who.int; World Health Organization: WHO. <https://www.who.int/news-room/fact-sheets/detail/oral-health>
 2. Global oral health status report: towards universal health coverage for oral health by 2030. (n.d.). Wwww.who.int. <https://www.who.int/publications/i/item/9789240061484>
 3. CDC. (2013). Periodontal disease. Centers for Disease Control and Prevention. <https://www.cdc.gov/oralhealth/conditions/periodontal-disease.html>
 4. Dental Caries (Tooth Decay) in Adults (Age 20 to 64) | National Institute of Dental and Craniofacial Research. (2018). Nih.gov. <https://www.nidcr.nih.gov/research/data-statistics/dental-caries/adults>

what's the problem?

- Many toothpastes pose a health risk, according to Environmental Working Group* (EWG)
- Many oral care products focus on just teeth – not whole mouth health

*EWG is a non-profit, non-partisan organization that measures health hazards in everything from food to personal care products.

our mission make oral care products

<p>S safe</p> <p>nothing mouthrageous™: no artificial flavors or colors, no antibiotics, no SLS, non-GMO, no artificial sweeteners or preservatives *as per EWG Rating</p>	<p>u unified</p> <p>each product has a specific purpose but they also work together as a system and complement each other to accomplish your oral health goals</p>	<p>p playful</p> <p>designed to make oral care fun so your family is enthusiastic about taking care of their mouths and building healthy habits for life</p>	<p>e effective</p> <p>patented formulations include minerals, vitamins, and prebiotics</p>	<p>r reputable</p> <p>engineered by dentists and medical experts. SuperMouth is your go-to resource for oral health and wellness that's backed by scientific research</p>
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did you know?

Every ingredient* in the SuperMouth line ranks a number one on the Environmental Working Group's (EWG) scale. That means all the ingredients are the lowest possible risk of toxicity and danger to consumers.

*All ingredients rank a 1 on the EWG's toxicity scale except fluoride, which is deemed safe by the FDA in the correct quantities

a systems approach



customizable
systems for every age
and cavity risk potential

comprehensive
everything your patients
need for whole mouth health

convenient
delivered straight
to their homes

depending on age and risk factors, our systems could include:

mouthwash:

is alkaline (rather than alcoholic and acidic) to balance the pH of the mouth and loosens plaque and food particles; the only mouthwash to include prebiotics and nano-hydroxyapatite



mouthpaste:

contains prebiotics that feed helpful bacteria, and our patent pending formula Hydroxamin®, which contains nano-hydroxyapatite, vitamins K2 and D3. Available in fluoride and non-fluoride.



mouthspray:

supports the mouthwash and mouthpaste's efforts by keeping the pH balance of the mouth neutral in between meals, snacks and drinks throughout the day



tongue scrapers:

removes bad breath-causing bacteria and makes room for helpful bacteria



mouthfloss:

expands to remove 40% more plaque than typical floss. Our character flossers have a patent-pending curve to reach the back teeth

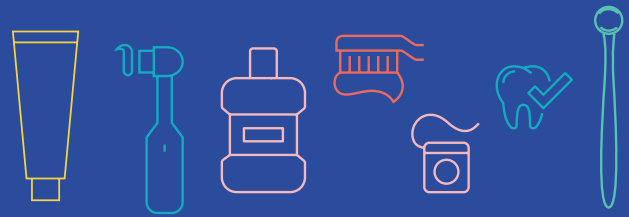


mouthbrushes:

with the highest quality bristles, innovative designs, and cutting-edge technologies - we had to invent a new category



For individual product information, refer to their product chart.

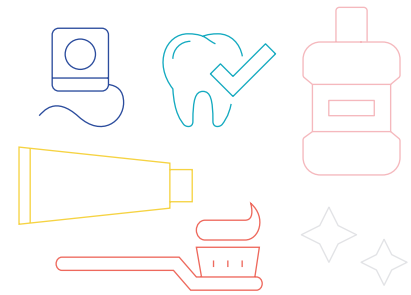


a system approach to whole mouth health

More than just flossing and brushing, our systems feature everything your mouth needs to stay healthy: paste, floss, wash, pH balancing spray, brushes, tongue scrapers, accessories, and more!

key benefits:

- comprehensive product line for all of their mouthcare needs
- customized for every age and cavity risk factor
- conveniently delivered to their home
- includes educational content
- made fun so kids will have a positive experience with brush time



a system for every mouth*



pregnancy
 MouthWash x2
 MouthPaste x1
 MouthFloss x2
 MouthSpray x3
 MouthBrush x1
 Tongue Scraper x1
 Maternity Guide
 System Guide
 Augmented Reality Sticker



teething-24 months
 0.75 oz MouthPaste x1
 Finger Brush x1
 Teether x1
 Owner's Manual
 System Guide
 Augmented Reality Sticker



2-5 years
 MouthPaste x1
 MouthSpray x3
 Flossers x3
 MouthBrush x1
 Tongue Scraper x1
 Comic Book
 System Guide
 Augmented Reality Sticker



6-12 years
 MouthWash x2
 MouthPaste x1
 MouthFloss x2
 MouthSpray x3
 MouthBrush x1
 Tongue Scraper x1
 Comic Book
 System Guide
 Augmented Reality Sticker



teens & adults
 MouthWash x2
 MouthPaste x1
 MouthFloss x2
 MouthSpray x3
 MouthBrush x1
 Tongue Scraper x1
 System Guide



ortho
 MouthWash x2
 MouthPaste x1
 MouthFloss x2
 MouthSpray x3
 MouthBrush x1
 MouthCleaner x1
 Tongue Scraper x1
 System Guide

* these configurations of product are for the complete system

Introducing the first mouthcare subscription with benefits that will bring a smile to your patients.

Your patients can now subscribe to a plan that best fits their needs. The below example is for the 6-12 systems.

<h2>what's included</h2>	basic	plus	complete
 <p>\$14.83/ month</p>	 <p>\$22.66/ month</p>	 <p>\$29.99/ month</p>	
<ul style="list-style-type: none"> MouthBrush patent-pending bristle design • up to 13,000 super soft bristles gently clean teeth • age-specific features • superhero characters • light and sound technology • original music 	✓	✓	✓
<ul style="list-style-type: none"> MouthPaste ice cream flavors • fluoride and non-fluoride options • safe and effective ingredients* • nano-hydroxyapatite material • vitamins & minerals • prebiotics 	✓	✓	✓
<ul style="list-style-type: none"> MouthFloss expanding technology removes more plaque • includes our safe and effective ingredients* • nano-hydroxyapatite material to clean and protect teeth • no PTFEs or petroleum-based wax 	✓	✓	✓
<ul style="list-style-type: none"> MouthSpray freshens breath • on-the-go spray • balances pH • supports healthy oral microbiome • includes our safe and effective ingredients* 	✗	✓	✓
<ul style="list-style-type: none"> Tongue Scraper patent-pending design helps maintain the right balance of good bacteria in the mouth by gently exfoliating and cleaning the tongue 	✗	✓	✓
<ul style="list-style-type: none"> MouthWash alkaline 8.5 pH • alcohol-free • protects and coats the entire mouth with an exclusive nano-hydroxyapatite formula** • fluoride and non-fluoride options • safe for kids 6+ 	✗	✗	✓
<ul style="list-style-type: none"> Parent Success Advocate ask questions • advice from a licensed healthcare (dental) professional within 24 hours via email • note: SuperMouth does not provide medical advice 	✗	✗	✓
<ul style="list-style-type: none"> First Look Early access to products and limited editions. 	✗	✗	✓
<ul style="list-style-type: none"> MouthCare Lab Member Members give input/feedback into product development. 	✗	✗	✓
<ul style="list-style-type: none"> Free Shipping Available with Family Memberships (two or more per household). 	✗	✗	✓
<ul style="list-style-type: none"> Tickets to Events We'll add you to our VIP list and save you a spot at our mouthstanding™ events. 	full price	50% off	free
<ul style="list-style-type: none"> Discounts on Accessories These must-haves include organizers, toothpaste dispensers, floss dispensers, toys, and more! 	5%	10%	20%

* All ingredients rank a 1 on the EWG's toxicity scale (except fluoride)
** Hydroxamin® Formula contains nano-hydroxyapatite material, vitamins K2 & D3, and prebiotics

Cancel anytime. Cancellations effective 3 months after your last shipment.

what we know

**oral disease is
 the #1 disease
 in the world**

and the most common chronic disease in children, causing everything from bleeding gums to more severe health problems.¹

**growing
 connection**

Recent studies show oral health may contribute to a number of diseases and conditions.

**one year
 old**

The American Academy of Pediatrics recommends that infants begin seeing a dentist in their first year! – or as soon as they start sprouting teeth.²

**more than half
 of children**

aged 6 to 8 have had a cavity in at least one of their primary teeth.³

what we believe

Oral care products should be selected based on clinical research, rather than on the latest trend.

SuperMouth[®] products:

- are developed by a team of world-class dentists and medical experts
- our ingredients are backed by years of rigorous scientific research
- use only safe and most effective ingredients
- Provide a holistic mouth care system, aiming to contribute to better overall health

**more than just
 flossing and brushing**

For most people, flossing and brushing in the morning and before bedtime is the extent of their oral care routine.

SuperMouth has created a comprehensive **system** of products and ingredients that work together to support a healthy mouth.

These systems are also customized for every age and risk factor so the right products are working on the right mouths at the right time.

Part of the unified system includes educational content for parents and medical professionals.



1. Oral Health. World Health Organization. <https://www.who.int/news-room/fact-sheets/detail/oral-health>. Published November 18, 2022. Accessed January 9, 2023.
 2. Krol DM, Whelan K; AAP Section on Oral Health. Maintaining and Improving the Oral Health of Young Children. *Pediatrics*. 2023;151(1):e2022060417
 3. Griffin SO, Wei L, Gooch BF, Weno K, Espinoza L. Vital signs: Dental sealant use and untreated tooth decay among U.S. school-aged children. *MMWR Morbidity and Mortality Weekly Report*. 2016;65(41):1141-1145. doi:10.15585/mmwr.mm6541e1

The Science and the Scientists behind SuperMouth

why Hydroxamin®?

Our patented formula includes:

nano-hydroxyapatite

helps support enamel by depositing hydroxyapatite around the tooth

vitamins K2 and D3

improve the deposit of the n-HA into cracks and crevices where needed most



why prebiotics?

These powerful compounds feed and promote healthy growth of beneficial microorganisms bacteria while starving the harmful ones.¹

inulin a naturally occurring dietary fiber found in many plants. In addition to keeping the mouth healthy, inulin can eliminate bad breath by encouraging the growth of good bacteria and inhibiting the obligate of anaerobes associated with malodor.²



why pH balance?

Your saliva naturally maintains the mouth's pH balance and creates the right environment for the microbiome to thrive. When pH is neutral, beneficial bacteria and saliva can provide nutrients and antibodies to protect your mouth against infection.

In an unbalanced mouth, bacteria can switch from helpful to harmful, and secrete cavity-causing acid.



SuperMouth® is the first comprehensive mouth care system engineered by dentists and medical experts. Learn more below.



Dr. Kami Hoss

The original, "Dr. Have One Super Smile," Dr. Hoss is an orthodontist and dentofacial orthopedist specializing in diagnosing, preventing, intercepting, and treating dental, jaw, and facial irregularities. Alongside his wife, Dr. Nazli Keri, they founded The Super Dentists™—one of the leading pediatric dentistry, orthodontics, and parent dentistry practices in the country.



Dr. Nazli Keri

The original, "Tooth Keri," Dr. Keri received her undergraduate degree from the University of California at Los Angeles (UCLA) and was awarded her Doctor of Dental Surgery degree in 1994 from the University of Southern California (USC). She completed her post-doctoral residency training at USC where she received a Certificate in Pediatric Dentistry.



Dr. Pierre Teissier

Dr. Teissier is an innovative entrepreneur that excels in Risk Management, Quality Systems, and Product Development in food, supplements, and biotechnology. Understanding the essential connection between food and health, Dr. Teissier continues to create and develop uniquely healthy products in the food space.

Information on ingredients used in cosmetic products is not intended to be, nor should be interpreted as advice or a recommendation concerning the use of any cosmetic product. If you have questions about your use of a cosmetic product, please review the labeling appearing on the product, contact us at info@supermouth.com, and/or consult a physician.

1. Söderling E, Pienihäkkinen K. Effects of xylitol and erythritol consumption on mutans streptococci and the oral microbiota: a systematic review. *Acta Odontol Scand*. 2020;78(8):599-608. doi:10.1080/00016357.2020.1788721

2. Doran AL, Verran J. A clinical study on the effect of the prebiotic inulin in the control of oral malodour. *Microbial Ecology in Health and Disease*. 2007;19(3):158-163. doi:10.1080/08910600701521279

Where do these common oral care ingredients rank on the EWG scale*:

The higher the number, the more **hazardous** the ingredient.

ingredient	ewg rating	concern
Benzyl Alcohol	4-6	allergies & immunotoxicity
Fd&C Blue No. 1	3-8	cancer concerns
Titanium Dioxide	3	cancer concerns
Peppermint Oil	5	allergies & immunotoxicity
Cocamidopropyl Betaine	1-5	allergies & immunotoxicity
Ylang Ylang	3-5	toxicant & allergen
Methylparaben	3-4	allergen & endocrine disruptor
Propylparaben	9	endocrine disruptor
Citrus Aurantium Dulcis	5-7	skin toxicant & allergen
PEG-8 to 14	1-3	sense organ toxicity
Sodium Lauryl Sulfate	1-2	irritant
Propylene Glycol	3	allergies
Diethanolamine	10	respiratory toxicant & cancer
PTFE (Teflon)	10	developmental & reproductive toxicity

products contain only ingredients
that are a 1 on the EWG scale.**

*EWG is a non-profit, non-partisan organization that measures health hazards in everything from food to personal care products.

**Excludes fluoride, which ranks a 2 and is deemed safe by the FDA when used in proper quantities.

SuperMouth products use only ingredients that are a *1 on the Environmental Working Group (EWG) scale.

That means all the ingredients are the **lowest possible risk** of toxicity and danger to consumers.



S
safe

Products should be safe with the lowest possible risk of toxicity.

ingredient	ewg rating
xylitol	1
hydroxyapatite	1
vitamin K2	1
vitamin D3	1
quillaja extract	1
vitamin C (as sodium ascorbate)	1
stevia leaf extract	1
cranberry seed oil	1
inulin	1

learn more about the EWG scale here



Supermouth products contain no artificial flavors or colors, no antibiotics, no SLS, non-GMO, no artificial sweeteners or preservatives.

**All ingredients rank a 1 on the EWG's toxicity scale except fluoride, which is deemed safe by the FDA in the correct quantities*

ingredient list and factual information (toothpaste, mouthwash, mouth spray, and floss)

safety and sourcing:

1. Our products are carefully crafted to exclude artificial colors, flavors, sweeteners, and preservatives, ensuring a purely natural oral care experience.
2. We conscientiously avoid “forever chemicals” such as PTFE (Teflon), as well as petroleum-based waxes like microcrystalline, aligning with our commitment to safety and sustainability. Our formulations are also free from toxins and additives, SLS, and antibiotics, avoiding harsh or unnecessary chemicals. Additionally, we consciously exclude essential oils that might disrupt the oral microbiome’s delicate balance, prioritizing the health and well-being of our users.
3. All ingredients are sourced from non-GMO sources, ensuring the highest quality and safety for our users.
4. Many other companies either use the cheaper versions of ingredients (for example they use micro instead of nano-hydroxyapatite, or they use sorbitol instead of xylitol) or they use lower concentrations for some ingredients to be therapeutic or effective. Both xylitol and nano-hydroxyapatite must be used at least at 10% concentrations for them to be fully effective.
5. Every ingredient in our toothpaste, as well as in our other products like mouthwashes, flosses, mouth sprays, and soaps, ranks #1 on the EWG (Environmental Working Group) safety scale*. This is a testament to our dedication to safety and the use of non-toxic ingredients, as EWG is an unbiased, scientific source that ranks ingredients from 1 (safest) to 10 (most toxic). *Except fluoride which ranks at 2.

benefits for teeth:

- **Hydroxamin[®]**, our exclusive formula, featuring **Nano-Hydroxyapatite** in our toothpastes (at least 10%), mouthwashes, and flosses, is chosen for its superior efficacy over micro-hydroxyapatite (often known as just “hydroxyapatite”) in improving oral health. Nano-sized particles are selected for their proven enhanced effectiveness and safety profile. The formula is enriched with vitamins K2 and D3, crucial for the absorption of calcium, including the calcium phosphate in hydroxyapatite, addressing the common deficiency of these nutrients in the majority of the US population. This innovative compound is integral to all our consumables, providing comprehensive dental care benefits:
 - * Superior remineralization and cavity prevention.
 - * Enhanced calcium absorption with vitamins K2 and D3.
 - * Natural whitening due to nano-sized particles.
 - * Buffering teeth against acidic attacks, protecting enamel from erosion.
 - * Reduction of tooth sensitivity by filling in microscopic pores.
 - * Plaque reduction through nano-particles’ ability to bind with oral microbe.

- * Safe if ingested by anyone, including children and pregnant individuals.
- * Supports bone density and maintains healthy saliva mineral levels for optimal oral ecosystem
- * Suitable for use with or without fluoride, catering to diverse needs.

- **Calcium Carbonate and Dicalcium Phosphate:** Serve as gentle abrasives to remove plaque and surface stains and assist in the remineralization of tooth enamel.
- **Hydrated Silica:** Carefully selected for its mild abrasive properties, ensuring it's effective without being harsh on the enamel. Derived from safe, non-GMO sources.
- **Xylitol:** Used at a therapeutic concentration of at least 10% to ensure its effectiveness in increasing saliva pH and reducing the risk of tooth decay. Sourced from non-GMO plants to guarantee safety and quality.

benefits for gums:

- **Vitamin C (As Sodium Ascorbate):** Strengthens gums and the soft tissue in the mouth, providing antioxidant properties that may help in the prevention of gingivitis.
- **MSM:** Combined with Vitamin C in a specific, carefully calibrated ratio to maximize anti-inflammatory benefits for the gums. Derived from safe, high-quality sources.

benefits for the oral microbiome:

- **Inulin and Xylitol:** Both derived from non-GMO sources and used at concentrations that effectively promote a balanced and healthy oral microbiome by supporting beneficial microbes.
- **Quillaja Extract:** As a natural saponin, it provides a gentle cleaning action that helps maintain the health of the oral microbiome by breaking up biofilms without disrupting beneficial bacteria.
- **Cranberry Seed Oil:** Contains essential fatty acids and antioxidants that support a healthy oral microbiome by reducing inflammation and promoting gum health.

multi-tasking ingredients:

- **Glycerin:** Maintains moisture, is beneficial for the oral microbiome, and provides a smooth texture for easy application, supporting overall oral health.
- **Stevia Leaf Extract:** Acts as a natural sweetener with potential benefits for oral health, including inhibiting the growth of harmful bacteria, promoting the growth of beneficial oral bacteria, and contributing to a balanced oral microbiome. It may also enhance the anti-inflammatory effects of other ingredients like MSM and Vitamin C.
- **Vitamin K2 and D3:** Included to enhance the absorption and effectiveness of calcium phosphate-based ingredients like Nano-Hydroxyapatite for the benefit of teeth, but also play a role in overall bone and dental health, indicating their multi-faceted contribution to the formula.
- **Sodium Gluconate:** Enhances the cleaning efficacy of the toothpaste by acting as a chelating agent, which can also have indirect benefits for the oral microbiome by maintaining a clean oral environment.
- **Sodium Bicarbonate:** Enhances natural whitening and raises pH levels to combat bacteria, aligning with our non-GMO and high-quality sourcing standards.

what sets SuperMouth apart?

Our whole-mouth health approach and premium ingredients.
Take a look at how we compare to some other brands.

a toothpaste for the whole mouth



	many popular brands	many natural brands	SuperMouth
fights cavities*	✓	✗	✓
fluoride and non-fluoride options	✓	✗	✓
no artificial colors, ingredients, or sweeteners	✗	✓	✓
contains nano-hydroxyapatite (mineral that constitutes over 90% of the teeth and enamel)	✗	✗	✓
infused with vitamins K2 and D3	✗	✗	✓
non-acidic/alkaline pH	✗	✗	✓
supports the health of oral microbiome	✗	✗	✓
no antibacterial ingredients that kill good bacteria	✗	✗	✓
packed with prebiotics	✗	✗	✓
fun and delicious natural flavors	✗	✗	✓
part of a comprehensive system for best results	✗	✗	✓

*for products containing fluoride

a floss that cleans and protects teeth



	many popular brands	many natural brands	SuperMouth
no PTFE (Teflon®), PFAS, PFOA	✗	✓	✓
no petroleum-based wax; uses safe & natural beeswax	✓	✗	✓
soft, cushiony material is comfortable around fingers and gums	✗	✗	✓
fluoride and non-fluoride options	✗	✗	✓
*patented expanding technology that removes 40% more plaque	✗	✗	✓
contains nano-hydroxyapatite (mineral that constitutes over 90% of the teeth and enamel)	✗	✗	✓
infused with vitamins K2 and D3	✗	✗	✓
packed with prebiotics	✗	✗	✓
multiple formats including flossers, dispensers, and ortho	✗	✗	✓
fun and delicious natural flavors	✗	✗	✓

*clinical study - Geno va University, Italy

a pHenomenal mouthwash



	many popular brands	many natural brands	Super Mouth
fights cavities*	✓	✗	✓
no artificial ingredients	✗	✓	✓
alcohol-free	✗	✓	✓
non-acidic/alkaline pH	✗	✗	✓
contains nano-hydroxyapatite (mineral that constitutes over 90% of the teeth and enamel)	✗	✗	✓
infused with vitamins K2 and D3	✗	✗	✓
fluoride and non-fluoride options	✗	✗	✓
supports the health of oral microbiome	✗	✗	✓
no antibacterial ingredients that kill good bacteria	✗	✗	✓
packed with prebiotics	✗	✗	✓
fun and delicious natural flavors	✗	✗	✓
part of a comprehensive system for best results	✗	✗	✓

*for products containing fluoride

a mouthspray with a spritz of benefits



	many popular brands	Super Mouth
breath freshener	✓	✓
non-acidic/alkaline pH	✗	✓
packed with prebiotics	✗	✓
no essential oils	✗	✓
no artificial ingredients	✗	✓
alcohol-free	✗	✓
supports health of oral microbiome	✗	✓
no anti-bacterial ingredients that kill good bacteria	✗	✓
fun and delicious flavors	✗	✓
part of a comprehensive system for best results	✗	✓

the first *reinvention* of the toothbrush since 1938



many popular brands

SuperMouth

customized for different ages & stages	✓	✓
13,000 premium PBT & nylon bristles	✗	✓
patent-pending SuperBristles design (contoured to hug teeth)	✗	✓
music & light technology	✗	✓
augmented reality features	✗	✓
part of comprehensive system for best results	✗	✓
has coordinated accessories including organizers & UV cleaners	✗	✓

a tongue scraper that doesn't just *scrape* by



many popular brands

SuperMouth

supports health of oral microbiome	✓	✓
made with safe & non-toxic material*	✓	✓
customized for different ages & stages	✗	✓
includes exfoliating studded scrubbers and scooper	✗	✓
part of comprehensive system for best results	✗	✓

*SM products contain only ingredients that are a 1 on the EWG scale.

SuperMouth[®] is on a mission to:

- create healthier, happier, and more successful lives
- transform oral care into mouthcare by making it S.U.P.E.R. (**S**afe, **U**nified, **P**layful, **E**ffective, **R**eputable)
- collaborate with business-minded healthcare professionals to promote a new and better way to impact oral/overall health and well-being

introducing the SuperMouth PRO Program

our program allows professionals to expand their business model. Your patients are already buying oral care products, they're just not buying from you. By offering SuperMouth products to your patients, you create value for your patients and your practice.

Our wholesale model allows you to offer products in-office or online and shipped via your replicated website.

Our subscription model allows for a recurring income stream.

Our referral program allows you to expand outside of your practice.

what SuperMouth PROs can expect

Increased Patient Loyalty & Satisfaction

The SuperMouth system is the first subscription service that follows your patients as they age – ensuring they have the right products at the right time.

Safe Options for Your Patients

All SuperMouth ingredients rank a number one on the Environmental Working Group's scale. This means all ingredients are the lowest possible risk of toxicity and danger to consumers.

Differentiate Your Practice

SuperMouth provides the tools you need to market your SuperMouth Pro status – and your practice!

are you *ready* to

- expand your impact on your patient's oral and physical health?
- create a new and expanded revenue stream for your practice with minimal impact on day-to-day operations?
- be seen as an innovator?

*All ingredients rank a 1 on the EWG's toxicity scale except fluoride, which is deemed safe by the FDA in the correct quantities

Earning levels for SuperMouth Pro participants that appear in this publication are examples and should not be construed as typical or average. Income level achievements are dependent upon the individual and practice business skills, personal ambition, time, commitment, activity and demographic factors.



3 Benefits of SuperMouth Business

Exclusivity ⁽¹⁾

Patient sales get attributed to you or your practice indefinitely, even if they move to a different dentist or different city.

Subscription

Quarterly shipments sent directly to your customer = residual income.

Simplicity

No inventory required. SuperMouth supplies marketing collateral, CE credit, replicated website, fulfillment, sales tax filing.

Annual Earnings Potential

Per 1,000 Customers ⁽²⁾⁽³⁾

(Based on an average of \$36 profit per patient)

	Practice	Staff	Total
Annual Retail Profit ⁽⁴⁾	\$24,000	\$12,000	\$36,000

What does this mean to your team?

# of team members	6 (Example)
Annual earning potential per member	\$2,000
Earned per system sold	\$2.00

Potential Increase to your Business Valuation

Annual SuperMouth retail profit	\$ 36,000
Increase in valuation multiple ⁽⁵⁾	8x
Equivalent practice profits	\$ 288,000

Profit Comparison (5)

Practice Profit	Subscription Profit	Valuation Increase
\$36,000	\$36,000	
2x Multiple	16x multiple	14x Multiple
\$72,000	\$576,000	\$504,000

1. As long as your customer has purchased in the prior 12 months. Systems and consumables not available at retail.
2. Based on average of \$20/month spend.
3. Number of customers varies based on size of practice (number of patients) and size of subscription base.
4. Based on recommended 2/3 / 1/3 split.
5. Forbes The Automatic Customer - subscription profits have an 8 times higher valuation multiple earnings disclaimer.



Earning levels for SuperMouth Pro participants that appear in this publication are examples and should not be construed as typical or average. Income level achievements are dependent upon the individual and practice business skills, personal ambition, time, commitment, activity and demographic factors.

related clinical studies

1 hydroxyapatite in oral care products—a review

Abstract

Calcium phosphate compounds form the inorganic phases of our mineralised tissues such as bone and teeth, playing an important role in hard tissue engineering and regenerative medicine. In dentistry and oral care products, hydroxyapatite (HA) is a stable and biocompatible calcium phosphate with low solubility being used for various applications such as tooth remineralisation, reduction of tooth sensitivity, oral biofilm control, and tooth whitening. Clinical data on these products is limited with varied results; additionally, the effectiveness of these apatite compounds versus fluoride, which has conventionally been used in toothpaste, has not been established. Therefore, this review critically evaluates current research on HA oral care, and discusses the role and mechanism of HA in remineralisation of both enamel and dentine and for suppressing dentine sensitivity. Furthermore, we position HA's role in biofilm management and highlight the role of HA in dental applications by summarising the recent achievement and providing an overview of commercialised HA dental products. The review also indicates the existing limitations and provides direction for future research and commercialisation of apatite-based oral care products.

Conclusions and Future Perspective of Hydroxyapatite Oral Care Products

There is a growing demand for a more biomimetic material in oral care products. HA's resemblance to natural enamel and dentine has been a focus in recent years, highlighting its bioactive and non-toxic properties. Both micro and nano-HA are used in oral care products including mouth rinses and toothpastes with various claims, including remineralisation, biofilm management, dentine hypersensitivity, and teeth whitening. Research has shown comparable effectiveness for HA when compared to fluoride in remineralization and CHX in biofilm management. HA's effectiveness in reducing dentine hypersensitivity and whitening teeth appears to be promising too. Although the evidence for HA is comparable to other substances, its non-toxic and biomimetic property provides an advantage over conventional products. In particular, in biofilm management and teeth whitening conventional products, including CHX and peroxides, have proven side effects when used in the long term. Our understanding of HA's properties and how they can be improved with the addition of other ions and substances are growing. Although the addition of HA to oral care products has been extensively researched, more clinical studies are required to highlight and facilitate HA's inclusion in oral care products.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8432723/>

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comparative efficacy of a hydroxyapatite and a fluoride toothpaste for prevention and remineralization of dental caries in children

Abstract Objective

This in situ study compared the effectiveness of two toothpastes containing hydroxyapatite or 500 ppm fluoride in promoting remineralization and inhibiting caries development.

Results

Pairwise comparison (baseline vs. test) indicated significant ($p < 0.0001$) remineralization and LD reduction by either toothpaste; however, when compared against each other, there was no statistically significant difference in remineralization or LD reduction between the two toothpastes. No demineralization could be observed in sound enamel blocks exposed to either toothpaste. While F⁻ induced lesion surface lamination, HAP produced a more homogenous lesion remineralization.

Conclusions

10% hydroxyapatite achieved comparable efficacy with 500 ppm F⁻ in remineralizing initial caries and preventing demineralization. Thus the HAP toothpaste is confirmed to be equal to the fluoride toothpaste in this study.

<https://www.mdpi.com/1996-1944/12/17/2683>

3

bioavailable fluoride in calcium-containing dentifrices

Abstract

Calcium added to dentifrices can complex with fluoride ions to reduce intra-oral bioavailability and therefore efficacy in preventing dental caries. Six commercially available dentifrices containing different types of calcium and fluoride were analyzed for total and bioavailable fluoride levels by adding 10 g of dentifrice to 30 mL of distilled deionized water and mixing vigorously for 1 min to simulate toothbrushing. One milliliter of the dentifrice/water slurry was immediately centrifuged and the supernatant removed for bioavailable fluoride analysis and the mixed slurry prior to centrifugation used for total fluoride analysis using a modified microdiffusion method. The concentration of fluoride was determined using a fluoride ion-selective electrode calibrated with internal fluoride standards. All the dentifrices had similar total fluoride concentrations to those indicated on their labels (94% to 105%). However, only one dentifrice that contained calcium in the form of casein phosphopeptide amorphous calcium phosphate (CPP-ACP) had almost 100% (97%) of fluoride in bioavailable form. The other dentifrices contained calcium carbonate and they exhibited significantly ($p < 0.001$) lower bioavailable fluoride levels (27% to 61%), through the generation of poorly soluble fluoride phases. The saliva biomimetic CPP, as CPP-ACP, in a dentifrice stabilised calcium and fluoride ions to maintain fluoride's bioavailability.

Results

The measured total F and bioavailable F levels of the six calcium-containing, commercial dentifrices are presented in Table 2. All the dentifrices had measured total F concentrations very close to their declared added F concentrations, within a range of approximately 94% to 105% of the total F specified by the manufacturers. The difference between measured total F concentration and respective labelled total F concentrations ranged from 1 to 6%, with no significant differences between dentifrices ($p > 0.05$). However, the bioavailable F level in each dentifrice ranged from 27 to 97% of the total F added and for all dentifrices, except MPO, the bioavailable F level was significantly lower than the level of F added (Table 2). The MPO dentifrice had the highest bioavailable F (1012 ppm F, representing 97% of the F added), which was significantly higher than the bioavailable F levels of the other five dentifrices ($p < 0.05$). The CS dentifrice had the lowest bioavailable F level (284 ppm F) and represented only 27% of F added. In addition to having the highest absolute bioavailable F level, MPO had the highest percent bioavailable/total F (97%), which was significantly different to all the other dentifrices tested ($p < 0.05$).

Conclusions

In summary, a microdiffusion technique successfully measured the total and bioavailable F concentrations of six commercially available dentifrices. Of the six dentifrices, five containing CaCO_3 were found to have reduced bioavailable F which was attributed to the generation of poorly soluble F phases. The MI PASTE ONE dentifrice contained stabilised calcium as CPP-ACP, promoting F bioavailability which was observed to be 97% of the total F.

<https://www.nature.com/articles/s41598-020-80503-x>

4 effects of xylitol and erythritol consumption on mutans streptococci and the oral microbiota: a systematic review

Abstract Objective

A systematic review of published data was conducted with the aim of assessing effects of xylitol and erythritol consumption on levels of mutans streptococci (MS) and the oral microbiota.

Results

The initial search identified 561 xylitol and 83 erythritol studies. After applying inclusion and exclusion criteria, 21 xylitol studies and one erythritol study were reviewed. The review identified nine xylitol studies with a fair or high quality, four conducted in children and five in adults, all demonstrating a decrease in MS levels in association with habitual consumption of xylitol. The three microbiota studies employing multispecies probe approaches revealed no effects for xylitol on the microbiota. The only erythritol study fulfilling the inclusion criteria showed no consistent effects on MS levels.

Conclusions

Xylitol consumption is likely to decrease MS counts but it may not change the overall microbiota. Xylitol shows thus properties of an oral prebiotic. More studies are needed to demonstrate the effects of erythritol on MS.

<https://www.tandfonline.com/doi/full/10.1080/00016357.2020.1788721>

5 over-the-counter mouthwash use, nitric oxide, and hypertension risk

Abstract Purpose

Mouthwash is used by a large population. Short-term clinical trials have shown that antibacterial mouthwash deplete oral nitrate-reducing bacteria, and decrease systemic nitric oxide bioavailability. Our previous publication from the San Juan Overweight Adults Longitudinal Study (SOALS) was the first to show frequent over-the-counter mouthwash use was independently associated with increased risk of prediabetes/diabetes. This manuscript evaluates whether over-the-counter mouthwash was associated with increased risk of hypertension.

Results

Twelve percent (66/540) developed hypertension over follow-up. People who used mouthwash twice/day or more had higher incidence of hypertension compared to less frequent users (Incidence Rate Ratio = 1.85; 95% Confidence Interval: 1.17, 2.94), and compared to non-users (IRR = 2.17; 95% CI: 1.27, 3.71). Several additional potential confounders evaluated did not impact these associations. Associations persisted among never smokers. Additional outcomes including BP assessed at a single study visit did not show associations.

Conclusion

In this study, frequent regular use of over-the-counter mouthwash was associated with increased risk of hypertension, independent of major risk factors for hypertension and several other potential confounders.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7125030/>



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