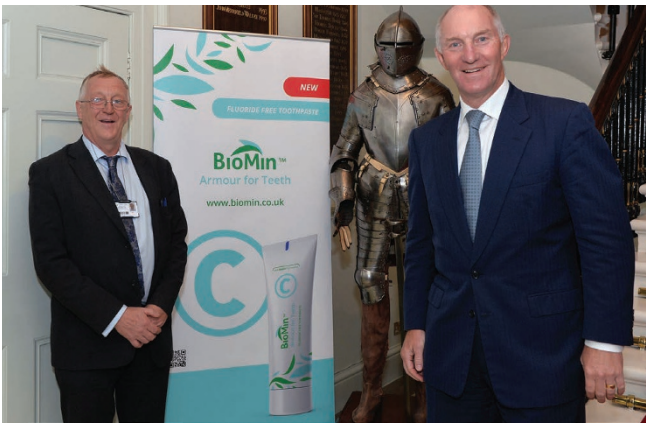


Dental products and services

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New mineralising fluoride-free toothpaste launched



Professor Robert Hill (left), Chief Scientific Officer of BioMin Technologies, and Richard Whatley, CEO of BioMin Technologies, at the launch of BioMin C in September

A new fluoride-free toothpaste, formulated to adhere to the tooth surface and slowly release calcium and phosphate ions, has been launched by BioMin Technologies at a special event held at the Armourers' Hall in the City of London.

BioMin C, which helps replace lost minerals from tooth surfaces, is designed for those who for a variety of reasons do not wish to use fluoride-containing products but still want to have the benefits of a protective toothpaste. It is also designed for those parts of the

world, particularly areas of India and China, where high levels of fluoride are naturally present in the water supply.

This launch follows the successful introduction of BioMin F – the slow release fluoride version – in April 2016 with BioMin C now being available through dental practices and online.

The new toothpaste contains a patented calcium chloro-phosphosilicate that releases chloride ions as opposed to fluoride ions. Chloride ions are already present in all body fluids.

In addition to remineralising tooth surfaces, the new BioMin C toothpaste may help protect teeth, reduce sensitivity and diminish the risk of initial tooth decay. Tooth sensitivity is estimated to affect nearly a third of all adults, around 14 million people in the UK alone, while dental decay is estimated to affect 2.3 billion people worldwide.

BioMin C has been developed as a result of extensive research undertaken at Queen Mary University of London in recent years. It is anticipated that it will build on the success of BioMin F, which has achieved very high levels of user satisfaction. Over 65% of BioMin F test evaluators suffering from tooth sensitivity reported a significant reduction in sensitivity and 15% claimed to be symptom free after two weeks of use.

BioMin F is now available in more than 13 countries around the world including India, China, Australia and many European countries in addition to the UK.

www.biomin.co.uk

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