

factsheet

blue[®]m toothpaste fluoride free



blue[®]m, oxygen for health

blue[®]m products are revolutionary in the oral care sector. Its unique formula helped countless people with the healing process of oral health problems and also worked as a preventive solution for maintaining a healthy mouth. The secret is the active oxygen in blue[®]m. Focusing on the powerful benefits oxygen possesses within the healing process, Dr Peter Blijdorp and his team created the unique formula, blue[®]m, oxygen for health.

blue[®]m products contain high concentrations of oxygen, in part derived from honey. Whether you are looking for a product for implant care, faster healing of inflamed gums or just wanting to ensure you maintain healthy teeth and gums - blue[®]m is the right choice.

blue[®]m fluoride free toothpaste is elected by consumers as 'Best Product of the Year 2017/2018'



general info toothpaste fluoride free

blue[®]m toothpaste, specially developed by a team of implantologists, oral surgeons and dentists, contains active oxygen derived from honey amongst others. Consequently, blue[®]m is different from other toothpastes and very effective. This fluoride free toothpaste is an excellent fit for the day-to-day care of implants. Fluoride affects the titanium layer of the implant. That is why we recommend using fluoride free toothpaste. Our fluoride free toothpaste is PH-neutral and does not contain abrasive components. This helps prevent damage on implants and crowns.

who should use fluoride free toothpaste?

- anybody who pays extra attention to their oral health
- people with dental implants
- people with poor breath
- people who went through oral surgery

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Use blue[®]m toothpaste for prevention and maintenance (of regular teeth and implants). It helps to keep teeth and gums healthy.

Dentists advise using blue[®]m toothpaste when the following problems occur:

- Bleeding gums
- Periodontitis
- Peri-implantitis
- Bad breath
- Oral mucositis
- Oral ulcers
- Oral lichen planus

how to use?

You can use blue[®]m toothpaste in the same way as a regular toothpaste. Brush your teeth and implants every day with this fluoride free toothpaste. Preferably after every meal and/or at least twice a day. Use an ultra soft toothbrush and make sure to put it in the right angle for the most effective result (45°).

Be careful with the soft tissues in your mouth. A healthy mouth is essential for a healthy body!



key selling points

- helps teeth and gums to stay healthy
- perfect for day-to-day implant care
- pH-neutral, free of abrasive components
- contributes to white teeth (natural side effect), reduces color difference
- toothpaste for daily use
- for prevention and acute oral problems

sales: sizing & pricing

- toothpaste, tube 75 ml
- samples are available (15 ml)
- advised consumer price € 12,50 incl VAT
- minimal order quantities 24 pcs per outer carton
- professional pricing, see price list

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ingredients

Glycerin, Aqua, Hydrated Silica, Mel, Silica, PEG-32, Aroma, Cocamidopropyl Betaine, Cellulose Gum, Magnesium Sulfate, Sodium Citrate, Citric Acid, Sodium Saccharin, Xylitol, Methyl Salicylate, Sodium Chloride, Sodium Carbonate Peroxide, Sodium Methylparaben, Lactoferrin, Sodium Sulfate, Phenethyl Alcohol, Caprylyl Glycol, Limonene, CI 42090