

## factsheet

blue<sup>®</sup>m toothpaste fluoride



### blue<sup>®</sup>m, oxygen for health

blue<sup>®</sup>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<sup>®</sup>m. Focusing on the powerful benefits oxygen possesses within the healing process, Dr Peter Blijdorp and his team created the unique formula, blue<sup>®</sup>m, oxygen for health.

blue<sup>®</sup>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<sup>®</sup>m is the right choice.



### general info toothpaste with calcium fluoride

On request of several dentists we have also developed a toothpaste with fluoride. We do use a natural fluoride derived from calcium instead of the mostly used chemical variants such as sodium fluoride. The use of a natural alternative fits our philosophy; a healthy mouth is essential for a healthy body! blue<sup>®</sup>m toothpaste contains active oxygen, derived from honey enzymes. Other active ingredients are xylitol and lactoferrin for optimal daily oral care.

### who should use toothpaste with calcium fluoride?

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

Use blue<sup>®</sup>m toothpaste for prevention and maintenance (of regular teeth and implants). It helps to keep teeth and gums healthy.

Dentists and oral hygienists advise the use of this product not only as a preventive means for maintenance, but also for specific oral problems, like:

- inflamed gums

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- bleeding gums
- periodontitis
- dry mouth
- bad breath

## how to use?



Use blue<sup>®</sup>m toothpaste every day, it's a regular toothpaste for everyday use. Brush at least twice a day. Use an extra or ultra soft brush for the best results. Use a toothbrush in the right angle to remove all dental plaque. Brush at least for two minutes. Be gentle teeth and gums are living tissues! Always be careful with the soft tissues in your mouth. Doctor Peter Blijdorp advises to brush after each meal using his unique formula based on active oxygen.

Contains Calcium Fluoride (1000 ppm F). Children of 6 years and under: use a pea sized amount for supervised brushing to minimize swallowing. In case of intake of fluoride from other sources consult a dentist or a doctor.

## key selling points

- unique formula focusing on active oxygen and calcium fluoride
- pH-neutral, free of abrasive substances
- ensures teeth and gums stay healthy
- normalises and controls harmful bacteria
- prevents colour differences and contributes to the maintenance of white teeth
- relatively liquid, more effective in removing plaque than other toothpaste brands

## sales: sizing & pricing

- toothpaste, tube 75 ml
- advised consumer price € 12,50 incl. VAT
- minimal order quantities 24 pcs per outer carton
- professional pricing, see price list

## product specificaties:

- Article number: TPP75
- Manufacturer: 5 Pillars Research B.V.

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blue<sup>®</sup>m toothpaste fluoride

- Country of origin: The Netherlands
- CE EAN: 696859328367
- HE EAN: 705105334950
- Z-index: 16374436
- Volume: 75 ml
- Packaging: 24 x 75 ml
- Dimen. box: 34 x 20 x 12 cm
- Weight box gross: 3,2 kg
- Weight box net: 2,88 kg
- Weight piece: 125 g
- Leaflet: Yes
- Shelf life: 3 years

## ingredients

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