

Coralbrite

Your true smile – naturally restored

coralclub

Why do we need toothpaste?

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

Surface (crown)

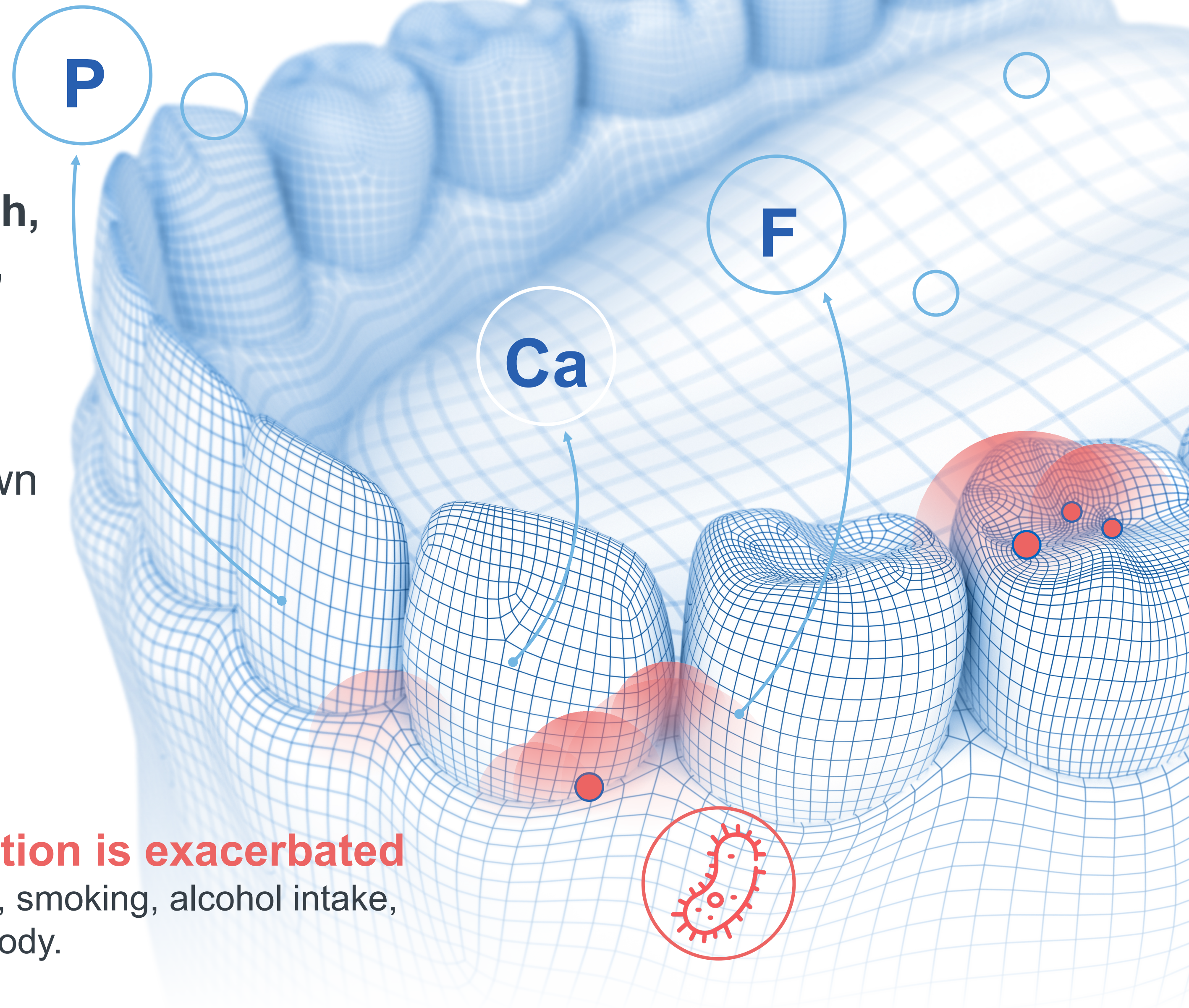
Cervical line

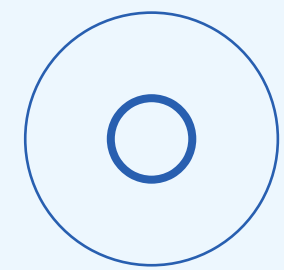
Why do we need toothpaste?

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**.

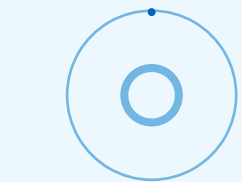
 **The process of enamel demineralization is exacerbated** by an excess of sour and sweet foods in the diet, smoking, alcohol intake, mineral-poor food, and the natural aging of the body.





Toothpaste's main functions

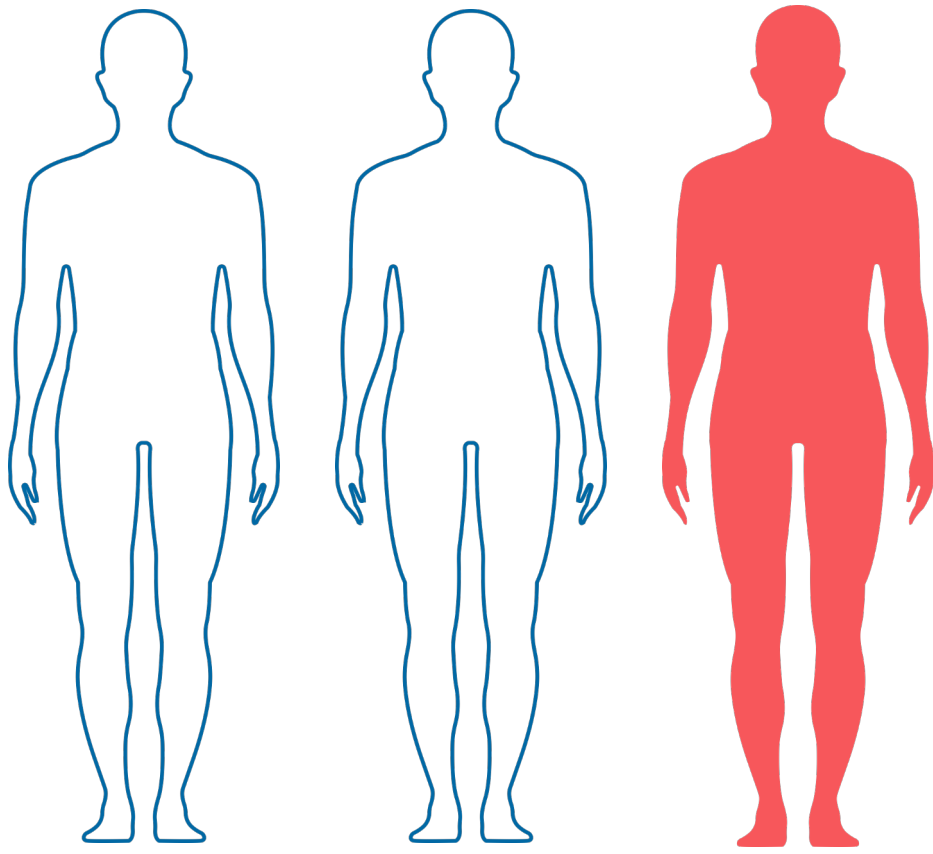
- Remove plaque
- Strengthen tooth enamel
- Freshen breath



Additional uses

- Whiten or brighten tooth enamel
- Support the structure of tooth enamel
- Reduce gum inflammation

The status of tooth enamel in the modern world



General enamel loss

Up to 1 in 3 young adults in Europe show signs of significant enamel loss *

** Data from 3187 subjects aged 18-35 years from 7 EU countries who participated in the ESCARCEL study (supported by GSK)*

** Study highlights the prevalence of tooth wear and tear. Br Dent J 215,365 (2013).*

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.*

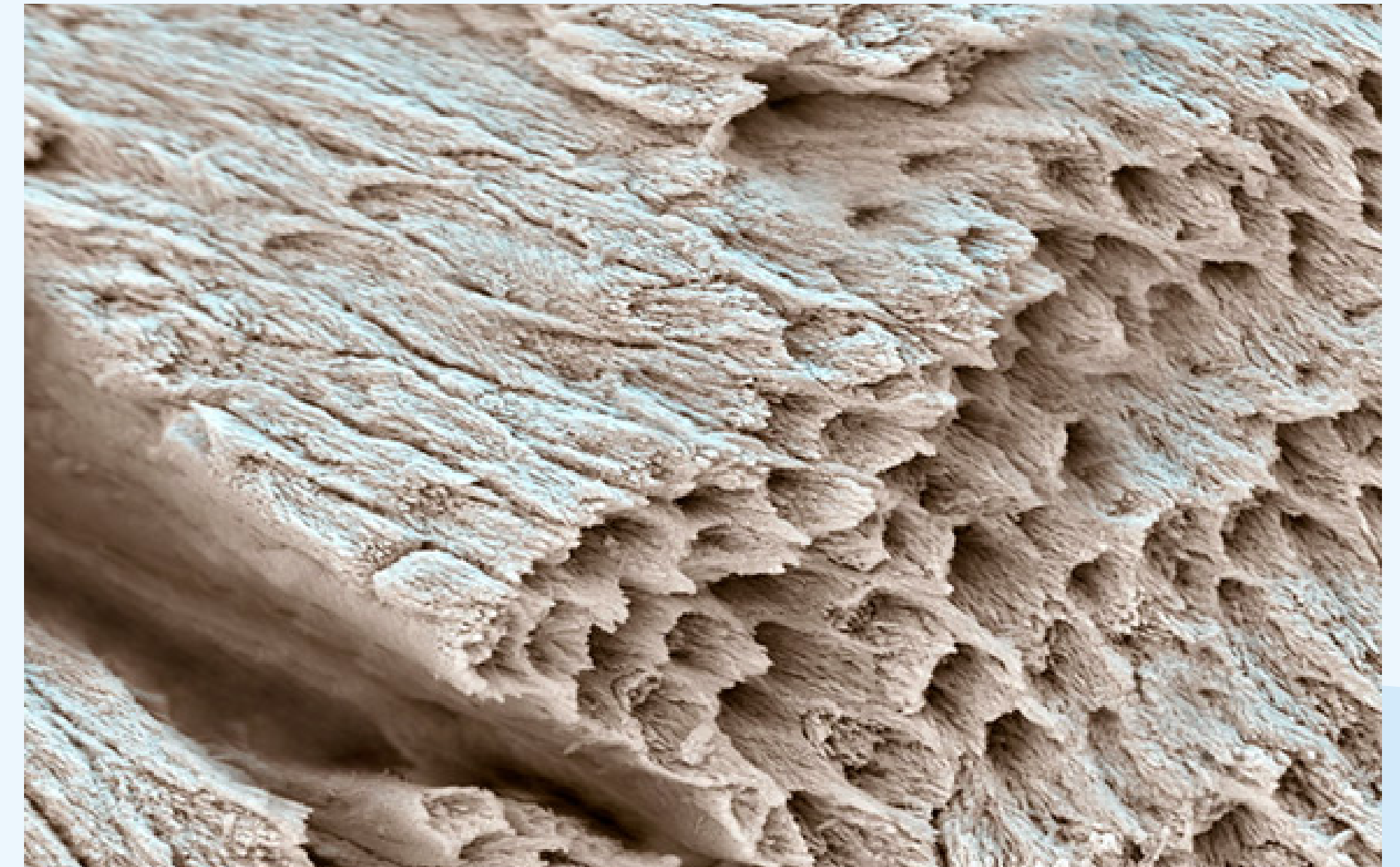
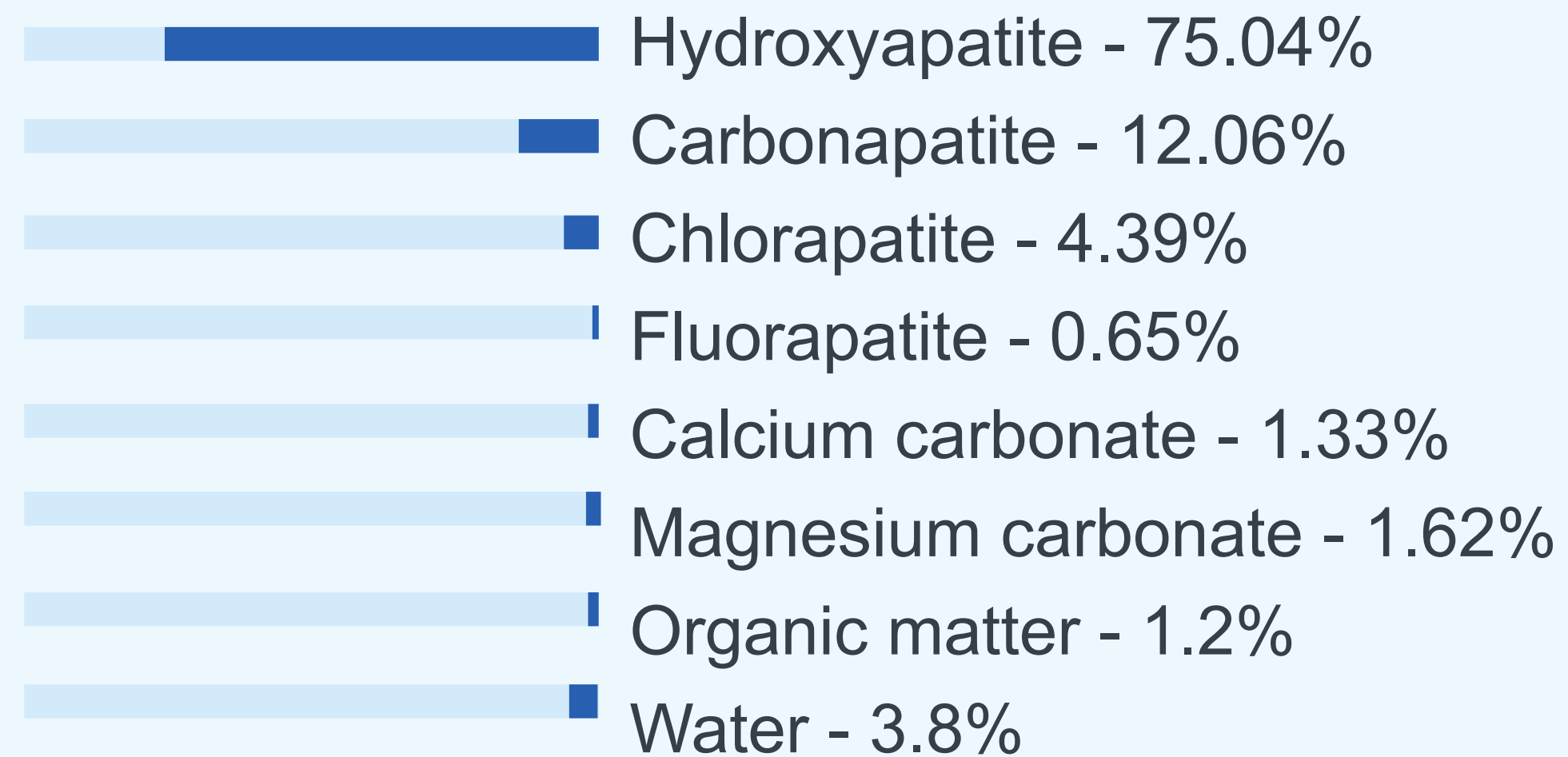
What is tooth enamel made of?

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



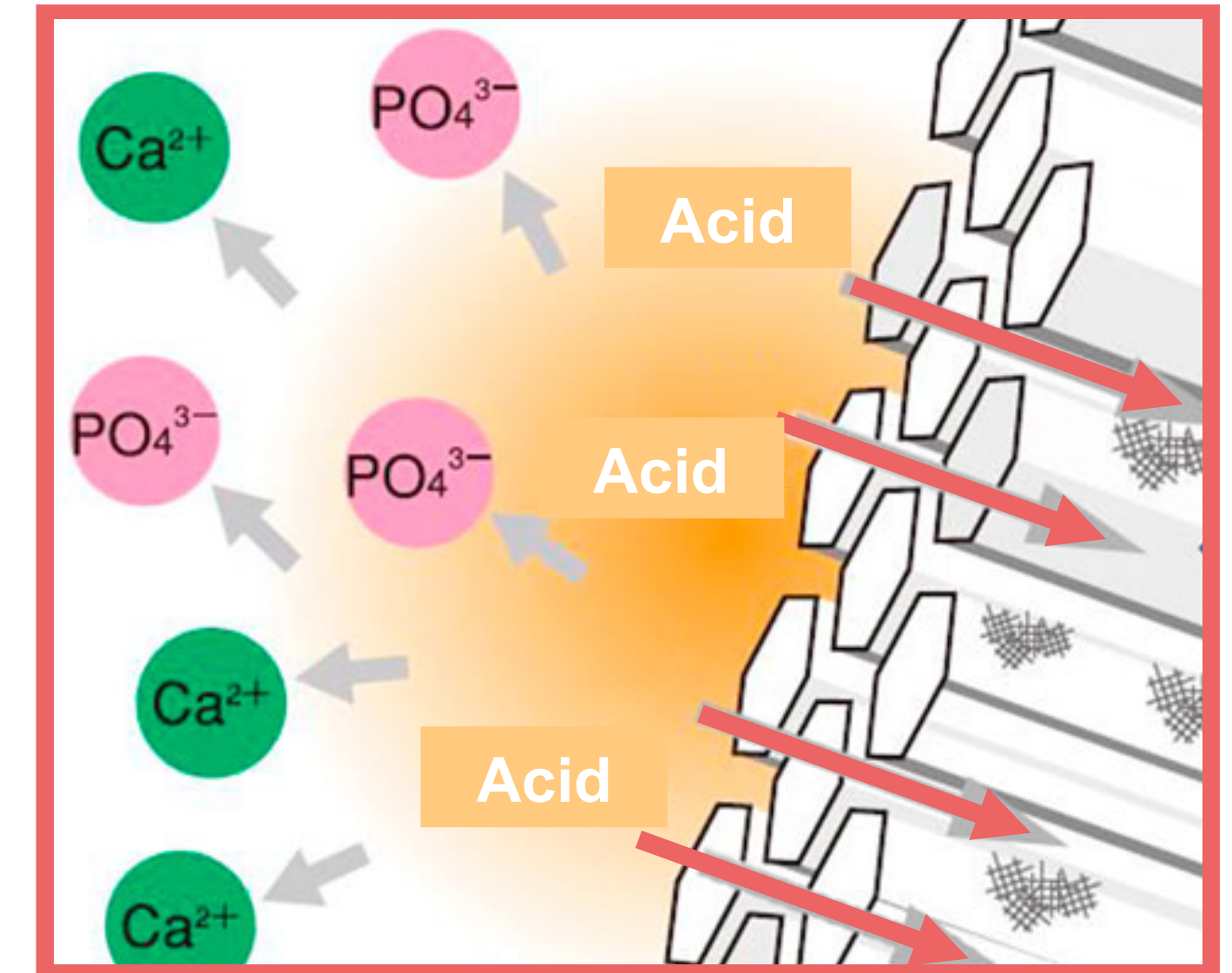
Demineralization and remineralization of tooth enamel

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 **remineralization and demineralization** of tooth enamel 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.

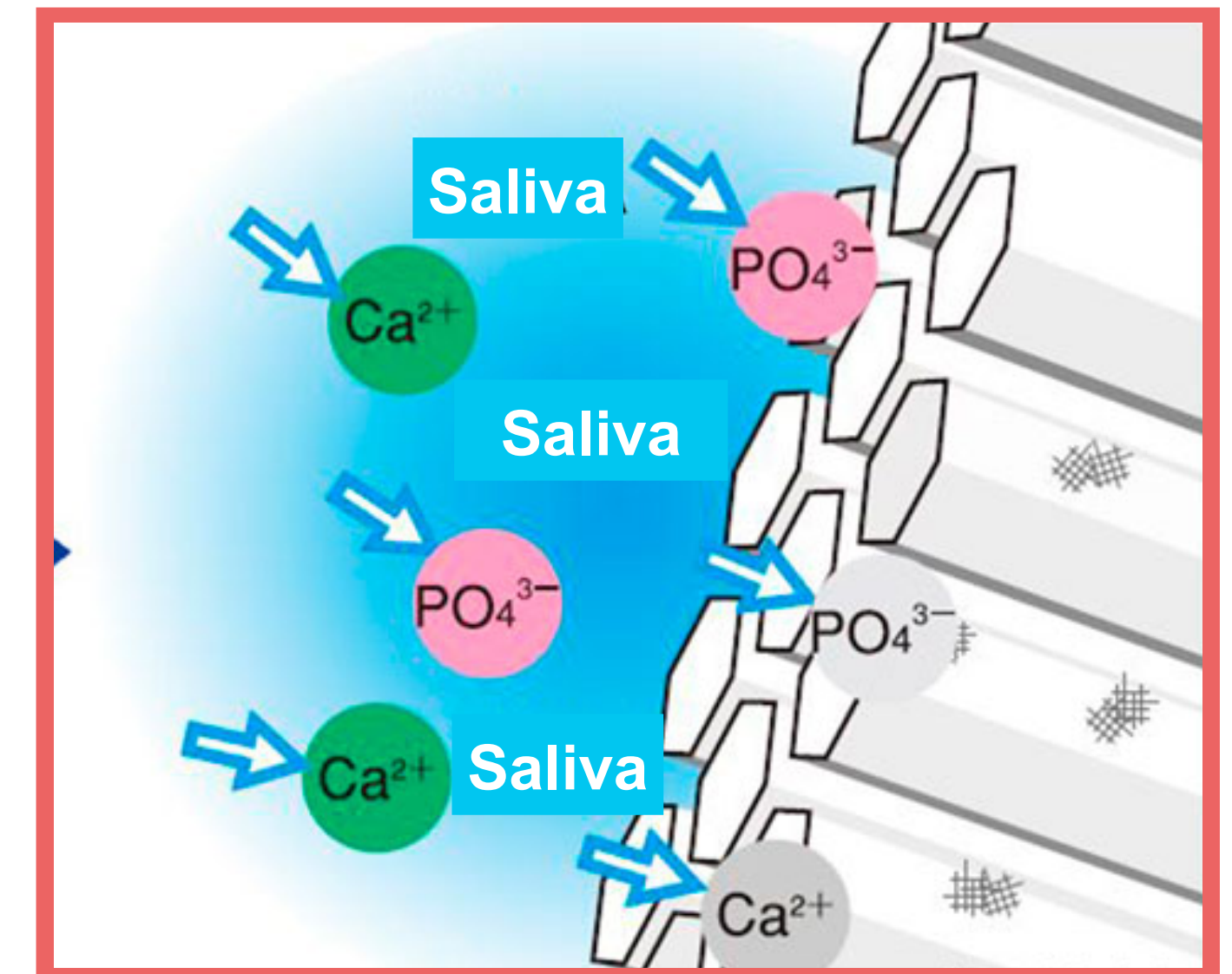
Demineralization

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

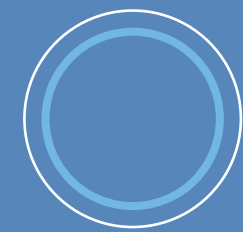


Remineralization

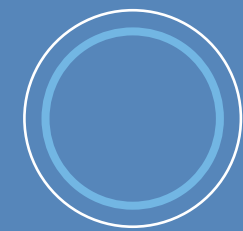
Calcium and phosphate ions from saliva, a form of saturated hydroxyapatite solution, restore enamel and neutralize acid.



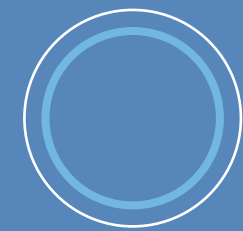
When is additional remineralization necessary?



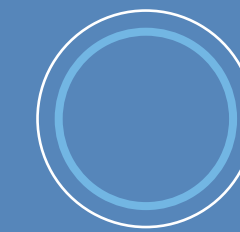
With insufficient oral hygiene



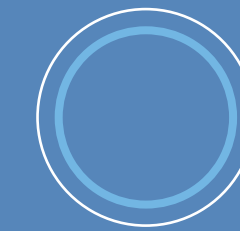
If the diet often contains sour and sweet foods and drinks, or alcohol



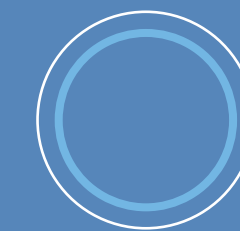
After using abrasive toothpastes



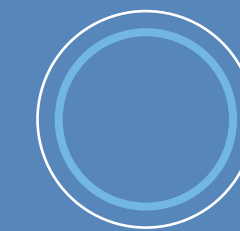
In case of metabolic disorders (for example, diabetes mellitus), or hormonal disorders



Diseases of the gastrointestinal tract, when the absorption of minerals is impaired



When infected with helminths



For those who smoke



Additional remineralization is virtually always a necessity.

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

Coralbrite —

Calcium Hydroxyapatite Toothpaste
with CORAL APATITE®

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Coralbrite

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 the coral was still completely submerged in the sea.

Coral Apatite® – natural eco-friendly

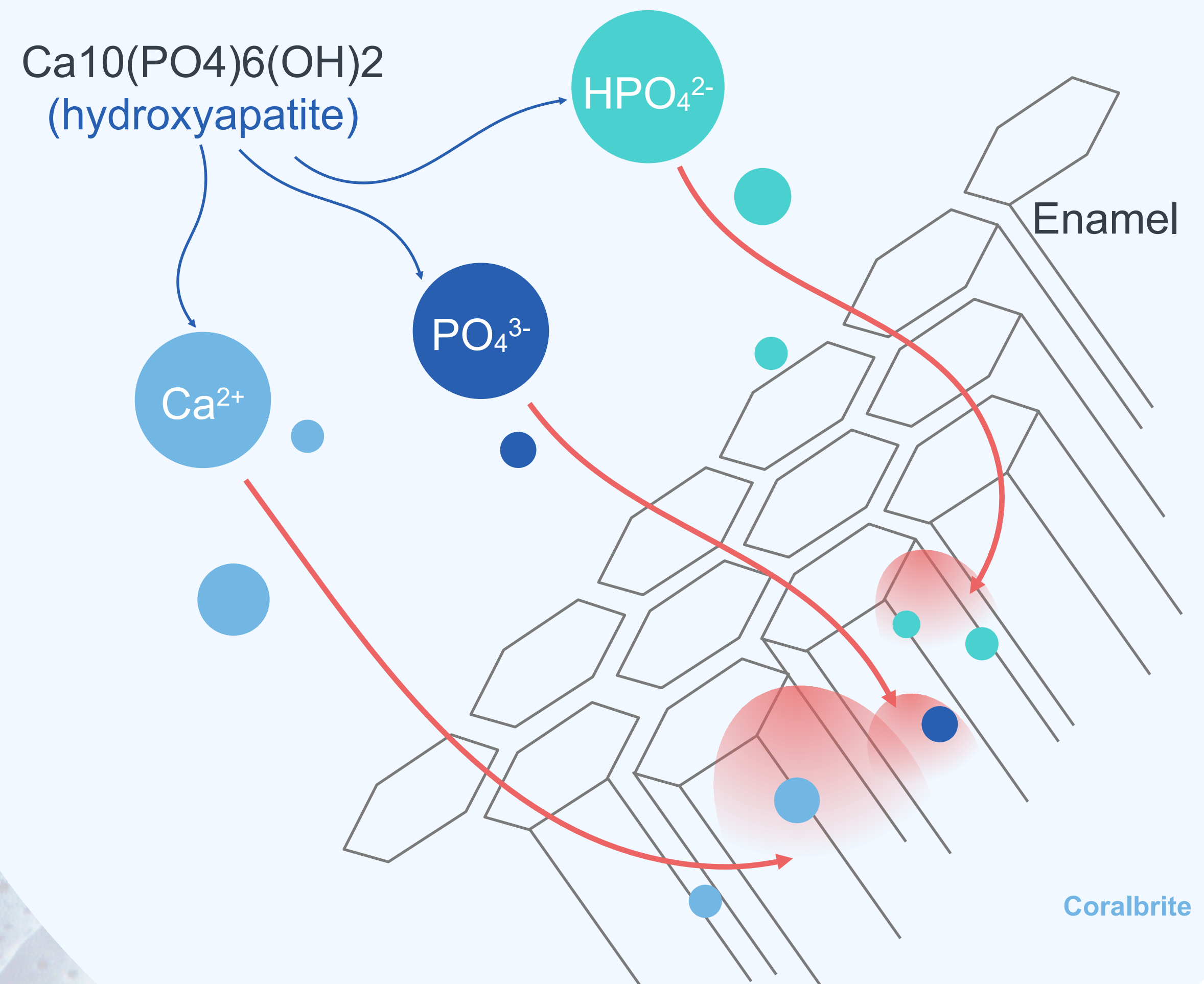
The ancient fossilized corals from which Coral Apatite® is produced come from coral reefs that grew in pristine seas during the Earth's warm period around 100,000 years ago. The subsequent movement of the earth's crust raised the reef above sea level. These are not living corals, but rather aggregated 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 the tooth enamel, providing a **remineralizing effect**.



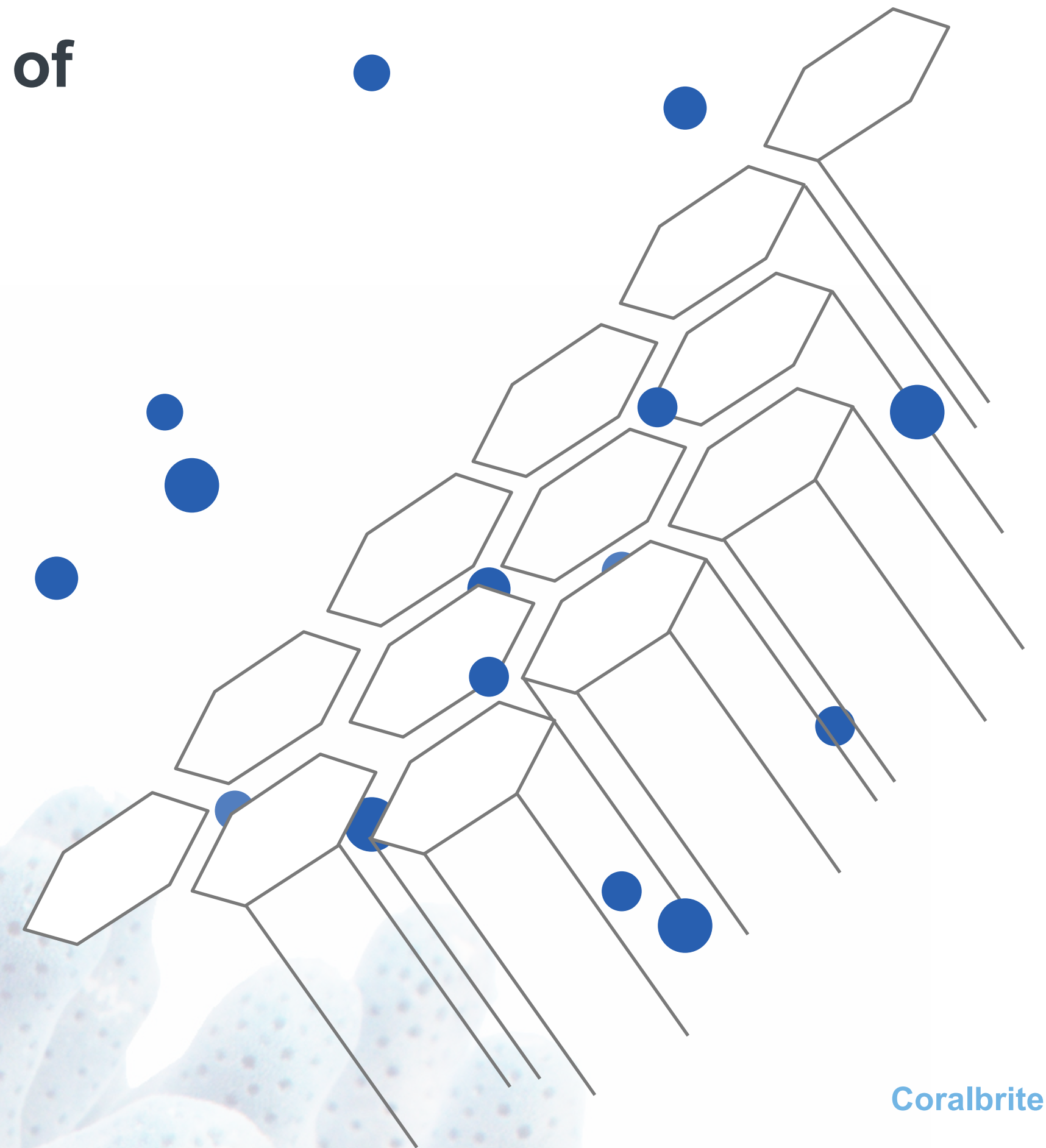
Hydroxyapatite in toothpaste:

- 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®**

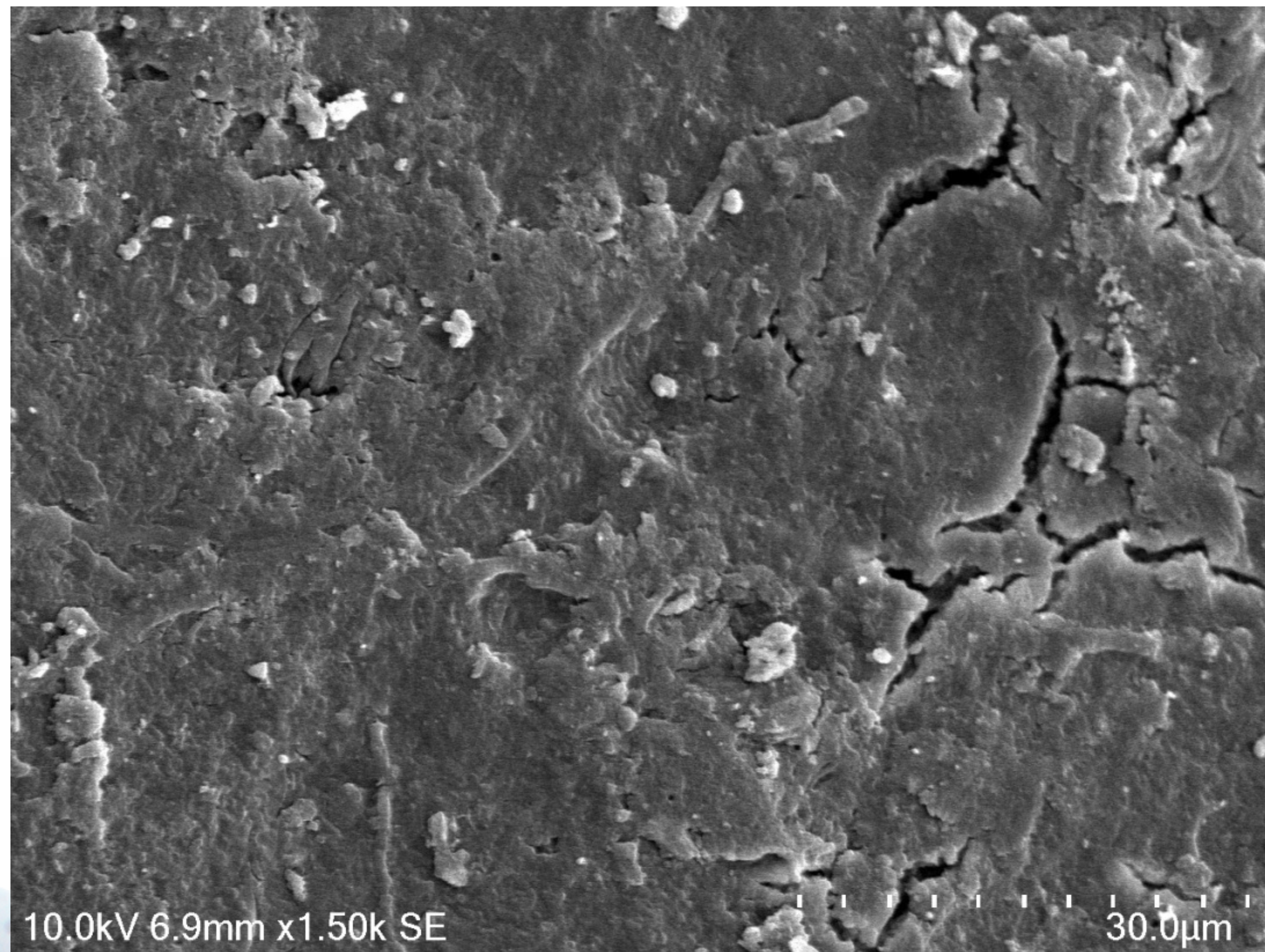
The particles that make up **Coral Apatite®** are approximately 6 micrometers. Therefore they readily dissolve in **water** and can penetrate deep into enamel prisms, providing **remineralization of tooth enamel on the surface, and also in deeper layers.**

1 millimeter = 1000 micrometers



After the application of Coral Apatite®, the surface of the tooth 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 components necessary to demineralized areas of the enamel surface, slows down the leaching of minerals, and improves remineralization. At the same time, in the acidic environment created by cariogenic microorganisms, the HAP itself can dissolve, and its effect stops.

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

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Coralbrite

Natural calcium carbonate

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



Quercetin from onion extract and allantoin

Quercetin — a bioflavanoid and a powerful antioxidant. In toothpaste, it acts as an antimicrobial and an anti-inflammatory component.

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

- prevents inflammatory diseases of the mucous membrane
- relieves irritation
- soothes pain
- promotes healing



Pistachio mastic (resin)

This is a unique mastic of the pistachio tree from the Greek island of Chios. The resin of the pistachio trees growing on this island has healing properties, thanks to the rich water from underground volcanoes which seeps into the trees' 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 a special status, “Protected Designation of Origin.”

Benefits of mastic include:

- reducing bacteria in the oral cavity
- an anti-inflammatory effect
- 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 the mucous membranes
- has an antimicrobial effect
- prevents the appearance of unpleasant odors
- stimulates metabolic processes in the 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 concentrate of 0.3% - well below the allowable norm of 1%

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

Carrageenan — a natural, seaweed-based thickener

Coralbrite toothpaste



Thoroughly removes plaque



Improves remineralization of tooth enamel



Strengthens and restores tooth enamel



Reduces tooth sensitivity



Polishes and brightens tooth enamel



Prevents 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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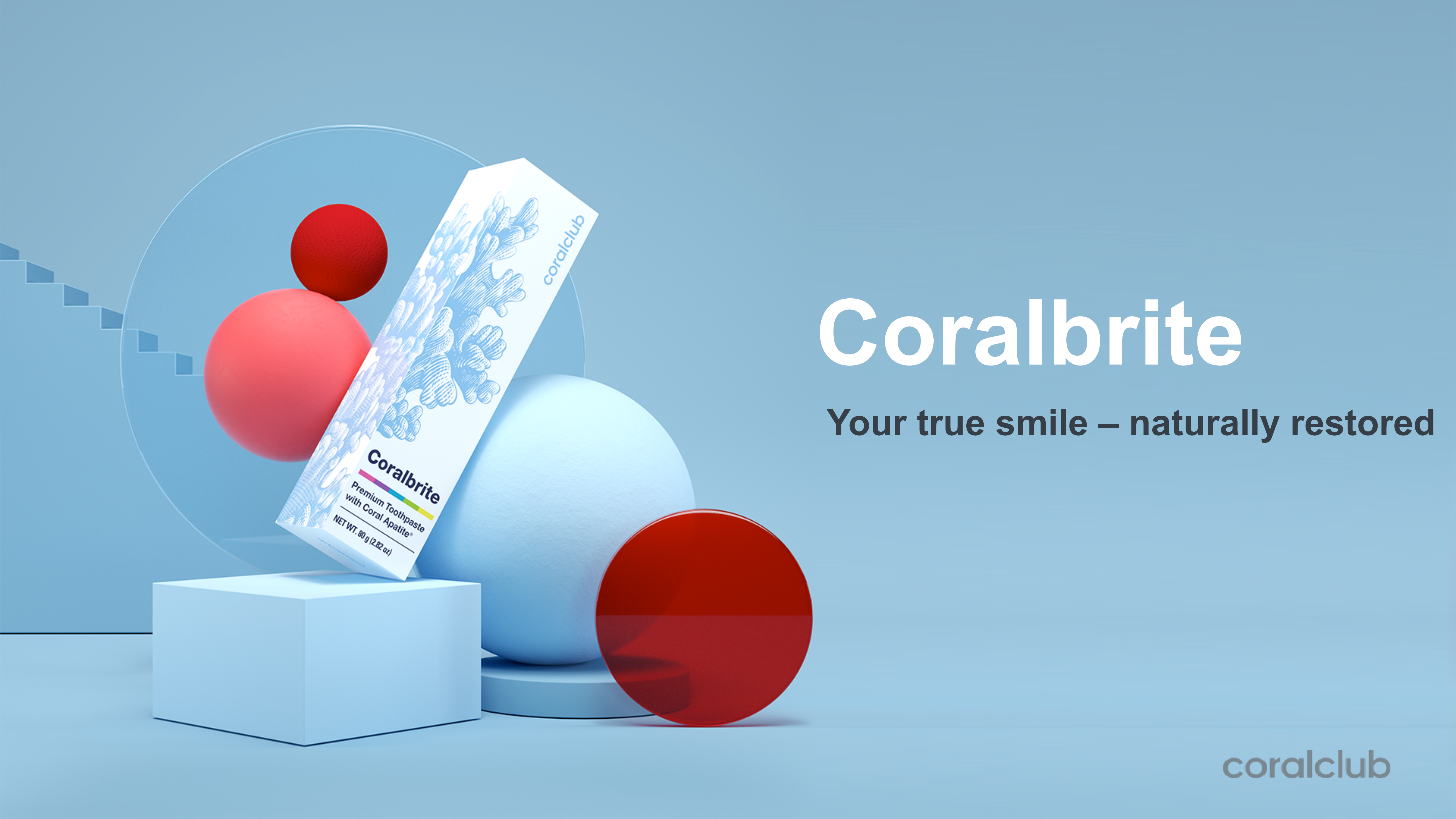
CLUB PRICE

20.00 USD

RETAIL PRICE

25.00 USD





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Your true smile – naturally restored

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