



## el-ce med Dent White

### THE PROBLEM:

In addition to cavities, periodontitis and tartar, unsightly staining is becoming more and more common in the field of dental and oral hygiene. Often, it is treated with aggressive toothpastes that can lead to significant tooth damage.

### THE CAUSE:

Colorants from foods and beverages like coffee, tea and red wine, and especially from cigarette smoke, sit on the surface of the teeth and can lead to unsightly staining.

### THE SOLUTION:

**el-ce med Dent White** (the new generation of whitening toothpaste)

In contrast to previous whitening toothpastes, **el-ce med Dent White** contains a highly effective tooth-whitening formula. According to a study by Indiana University, it removes unsightly deposits from the teeth more effectively, but also very gently. An effective abrasive system gently restores teeth to their natural shining white color without damaging the tooth itself. In optimal doses, sodium fluoride actively prevents cavities. Carbamide neutralizes tooth-damaging acids and aids the natural saliva blocking system, while keeping your teeth and gums healthy.

### INGREDIENTS:

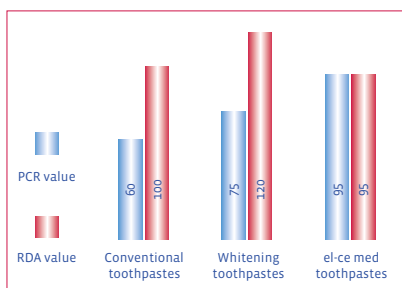
Aqua, Sorbitol, Hydrated Silica, Propylene Glycol, Urea, PEG-32, Sodium Lauryl Sulfate, Alumina, Aroma, Pentasodium Triphosphate, Pentapotassium Triphosphate, Xanthan Gum, Titanium Dioxide, Sodium Fluoride, Sodium Saccharin, Silica, Limonene, Sodium Methylparaben, CI 74160

**Contains sodium fluoride (1450 ppm F)**

\*with the clinically tested ingredient carbamide

### WARNING:

For adults only. Not suitable for children under the age of 6!



### PCR value (cleaning performance)

The PCR value (Pellicle Cleaning Ratio) measures the cleaning performance of toothpastes. The higher the PCR value, the better the cleaning performance.

### RDA value (tooth-neck abrasion)

The RDA value (Radioactive Dentin Abrasion) measures the abrasive effects of cleaning particles in the toothpastes. The lower the RDA value, the lower the abrasion.