

3. INCREASE THE SALIVARY FLOW (even greater by the action of SWISHING)

This takes place immediately with use of Janina Liquid Toothpaste Spray.

Premium product

Janina Liquid Toothpaste is in the "premium product" category because it has been acknowledged by leaders in the dental health profession as revolutionary in the field of oral health. This is because Janina Liquid Toothpaste Spray is the only whitening product clinically proven to whiten teeth and also for its superior ability to take care of the whole oral cavity.

Janina Liquid Toothpaste Spray is expensive because it contains 20 ingredients of which 10 are active, whereas most known brands contain a maximum of 3 active ingredients.

Janina Liquid Toothpaste Spray is considerably more expensive to manufacture but the results deliver considerably more to the consumer as has been proven consistently achieving number one ratings when compared with other whitening products

Health Which?, the independent consumer magazine, has awarded Janina with the highest rating for the quality of clinical research. Health Which? Evaluated research provided by the 19 best selling whitening toothpastes to support their claims that teeth were whiter and brighter after regular use. Janina scored the highest rating but shocked readers learned that some leading brands scored poorly and others scored zero!

To compare Janina's cost to other 'toothpastes' you would need to add many items such as;

- A whitening kit from your dentist - about £200 - £400
- Plus an anti-caries toothpaste - say £1.50
- Plus an anti-gingivitis toothpaste - say £1.50
- Plus an anti-bad breath product - say £8
- Plus an anti-plaque toothpaste - say £1.50 etc

Also, it is only necessary to use two to three shots per swishing. One shot of spray is equivalent in amount to one shot of perfume spray (100 micro litres).

Noticeable whitening results will be seen when used regularly. Significant whitening will be seen when used regularly and in conjunction with either Janina Opale or Diamond Whitening Toothpaste. Best results are achieved when used according to the manufacturers directions (the longer the active components stay in the mouth the better whitening and gum protection results).

Everyday protection

Janina Liquid Toothpaste Spray delivers the cosmetic benefit of whiter teeth, and it also offers the Ultimate Oral Health Protection. As well as 10 active ingredients there are a further 6 ingredients contained in the unique Janina Whitening Toothpaste formulation to ensure the best oral health protection.

Janina Liquid Toothpaste Spray has a balanced pH of 7(approx). It is non-abrasive and will not cause any damage to the dental tissues or restorations.

Janina Liquid Toothpaste Spray contains

Sodium Flouride

at the optimum level of (0.32%) to help prevent caries and decay

Zinc Citrate

is effective against plaque build-up, gingivitis, and help prevent the development of gum disease

Papain and Bromelaine

(enzymes derived from pineapple and papaya) remove proteins and inhibit bacterial growth, reducing disease, staining and stimulating the salivary flow, which acts as a natural defence

Xylitol

assists in the reduction of plaque micro-organisms

Sodium Laurylsulphate

acts as an anti-bacterial detergent

Tetrapotassium Pyrophosphate

reduces the development of calculus and tartar

Sodium Bicarbonate

neutralises plaque acids

Sodium Citrate

helps reduce sensitivity

Natural Mint Oil

used for flavouring.

Recommended by Philips Sonicare, Wisdom and other electric and battery toothbrush manufacturers.

JANINATM
ORAL COSMETIQUETM

Liquid Whitening Toothpaste Spray



helps

**control halitosis (bad breath)
sensitive teeth
prevent decay**

**no brushing - spray & swish
safe for everyday use**

Janina Liquid Toothpaste Spray is a non-abrasive whitening toothpaste in a revolutionary spray format.

It is a spray version of Janina Opale Whitening Toothpaste and the only product of its kind in the world.

Janina Liquid Toothpaste Spray can be used **with or without a brush**. It will **whiten teeth**, is **non-abrasive** and **safe for everyday use** (it is even less abrasive than mineral water).

Janina Liquid Toothpaste Spray will also help prevent halitosis (bad breath) and help reduce sensitivity.

Janina Liquid Toothpaste Spray contains the same number of ingredients as in Janina Opale Whitening Toothpaste (bar two - Dicalcium Phosphate and Xanthan Gum which takes the formulation to a paste consistency.)

It contains 10 active ingredients and the **Bromaine Complex™**. Janina Liquid Toothpaste Spray is easy and convenient to use. It can be used **without a toothbrush or water**. Just spray two to three shots into your mouth and swish for 30 seconds (minimum, preferably 2-3 minutes as is recommended for brushing) then spit out or swallow.

Spraying and Swishing causes the enzyme based formulation to remove plaque, prevent bad breath and keep teeth and gums healthy.

"Spraying and Swishing" with Janina Liquid Toothpaste Spray creates a capillary action between the tooth and the gum margin therefore sucking down into the pocket (between the gum and the tooth) to disperse a small dose of active ingredients, sustaining a reservoir effect in the mouth.

The gradual release of these active ingredients throughout the day offers continuous protection from harmful bacteria.

Janina Liquid Toothpaste Spray is ideal for the **traveller** and those with an **active lifestyle**. It also offers a solution for those with special needs e.g. people who find it difficult to brush their teeth with a toothbrush - Multiple Sclerosis, Parkinson's disease or disabled and handicapped people.

Janina Liquid Toothpaste Spray is very suitable for people wearing an orthodontic appliance - brace. Janina Liquid Toothpaste Spray can also be used with a toothbrush instead of a toothpaste. Just Spray into the mouth and brush as normal or spray directly on to the toothbrush and brush as normal.

Whitening

Janina Liquid Toothpaste Spray is clinically proven to whiten teeth safely using Cosmeceutical Component Whitening to achieve its whitening results.

Cosmeceutical Component Whitening involves the use of multi-component peroxides which produce 0.1% hydrogen peroxide (legal limit), the patented **Bromaine Complex™** (including the enzymes Bromelain from pineapple and Papain from papaya.) and 10 active ingredients.

The spray formula includes Sodium Fluoride which delivers phenomenal results when used with Diamond or Opale Toothpaste both of which contain Sodium Monofluorophosphate. The Dental Profession continue to debate which fluoride is best, strong cases exist to support both types of fluoride.

The Janina Tooth Whitening product range offers both types of fluoride. One in the toothpaste and the other in the liquid spray. Therefore brushing is only required once to debris (last thing at night) followed by regular use of Janina Liquid Toothpaste Spray throughout the day.

Hydrogen peroxide is an effective oxidising agent which has a low molecular mass and an ability to denature proteins (stops the adhesion), therefore assisting in movement and keeping the surface clean. Because hydrogen peroxide has these properties it is able to permeate enamel and dentine resulting in effective intrinsic (internal) and extrinsic (external) stain removal.

Under normal circumstances 0.1% hydrogen peroxide would have no bleaching effect due to the small amount in the product. It is these multi-component peroxides together with the enzymes in the **Bromaine Complex™** which is able to facilitate the whitening effect of 3% hydrogen peroxide but maintain a concentration of 0.1% hydrogen peroxide.

Noticeable whitening results will be seen when used regularly with or without a brush. **Significant whitening** will be seen when used regularly and in conjunction with either Janina Opale or Diamond Whitening Toothpaste. Best results are achieved when used according to the manufacturers directions (the longer the active components stay in the mouth the better whitening and gum protection results).

Health Which?, the independent consumer magazine, has awarded Janina with the highest rating for the quality of clinical research. Health Which? evaluated research provided by the 19 best selling whitening toothpastes to support their claims that teeth were whiter and brighter after regular use. **Janina scored the highest rating** but shocking results revealed that some leading brands scored poorly and others scored zero!

Non-abrasive, safe for everyday use

Janina Liquid Toothpaste Spray is a non-abrasive product safe for everyday use. It contains no silica (sand) or hydrated silica therefore will not cause any abrasion to the tooth enamel even when used with a toothbrush. Janina Liquid Toothpaste Spray is even less abrasive than mineral water.

Janina Liquid Toothpaste Spray has an **RDA (Relative Dentine Abrasion) of 0**. The RDA of other well known whitening toothpastes ranges between 80-180 acting like sandpaper on teeth. This causes sensitivity and teeth to be more susceptible to dental caries.

The Dental Profession also recommends Janina Liquid Toothpaste Spray for use with an electric toothbrush because it is non-abrasive.

An added benefit of using the non-abrasive Janina Liquid Toothpaste Spray with an electric toothbrush is that the mechanics and head of the brush will not get blocked up with silica residue and fail to operate as happens when toothpaste containing silica is used.

Halitosis (bad breath) control

Janina Liquid Toothpaste Spray is **clinically proven** to protect against **halitosis (bad breath)**.

Patients suffering from active periodontitis (**gum disease**) have high levels of volatile sulphur compounds which cause a **foul smell** of sulphides and mercaptans being generated. The **deeper** the periodontal pocket (the gap between gum and root of tooth) the **higher the production of these sulphides and mercaptans**.

Patients with good periodontal health also suffer from halitosis from eating food or drinking coffee. Stale breath also occurs as a result of not eating for a number of hours.

Janina Liquid Toothpaste Spray also offers a solution for those suffering from bad breath as a result of not being able to maintain good oral hygiene because of they find it physically difficult to brush their teeth with a toothbrush - MS, Parkinsons disease or disabled and handicapped people. Even those suffering from flu or general illness.

There are three main ways of treating halitosis:

- 1. ATTACK THE BACTERIA ON TEETH, TONGUE AND GUMS**
This is achieved by using Janina Liquid Toothpaste Spray because Triclosan, Zinc Citrate and Enzymes are contained in the unique formulation.
- 2. BLOCK OR REMOVE THE SUBSTRATES THAT PRODUCE SULPHUR**
This may be achieved by oxidation of the phial groups by methaline such as zinc which is contained in Janina Liquid Toothpaste Spray.