

Who should use Optima Mouth Rinse and how often should it be used?

OPTIMA mouth rinse is recommended for adults and children over 12 who desire fresh breath, healthy teeth and gums and white teeth. OPTIMA mouth rinse is recommended for everyday use.

Is Optima Mouth Rinse easy to use?

OPTIMA mouth rinse is so easy to use. Spray between 5 (1ml) and 10 (2ml) shots directly into the mouth. Then swish and gargle for 1 to 2 minutes and then spit out. Best results are achieved the longer the rinse is in the mouth. Active ingredients will continue to maintain 24-hour protection for that confidence of fresh breath.

How does Optima Mouth Rinse compare to other mouth rinses?

PERFORMANCE - The Optima formulation contains 12 active ingredients to eliminate (not mask) bad breath compounds and promote lasting good oral hygiene. Most other mouth rinses/washes contain as few as 2 active ingredients which only mask bad breath. No other mouth rinse available is capable of helping to fight decay, gum disease, sensitivity, freshen breath and whiten teeth.

HYGIENE - Optima's dispensing method is by far superior for hygiene than a cap in that it prevents cross contamination. Studies, recently published, have proved that sharing dispensing caps can cause cross contamination. Sharing the cap by more than one person or using directly from the bottle can cause bacteria contamination. Bacteria causes gum disease and therefore this will be transmitted from one user to the next.

VALUE - To obtain the benefits of OPTIMA mouth rinse you would have to purchase at least SIX other individual products.

Optima Mouth Rinse contains between 50 and 100 doses. [Recommended dose: 5 to 10 shots (= 1-2ml)]. Other brands of mouth rinse (which use the cap as the recommended dose) dispense 10ml therefore offer only 30 doses (approx) per container.

SHELF LIFE - Our formulation does not deteriorate with time therefore has an indefinite shelf life. Most other mouthwashes lose their potency in a short range of time.

FLAVOUR - It has a light mint flavour with a hint of orange. There is no unpleasant after taste as with many mouth rinses.

Janina Optima Mouth Rinse 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 Persulphate

whitens teeth

Tetrapotassium Pyrophosphate

reduces the development of calculus and tartar

Sodium Bicarbonate

neutralises plaque acids

Sodium Citrate

helps reduce sensitivity

Natural Mint and Orange Oil

used for flavouring.

DOES NOT CONTAIN ALCOHOL

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

JANINATM
ORAL COSMETIQUETM

OPTIMA Whitening Mouth Rinse



The House of Janina



helps

control halitosis (bad breath)
sensitive teeth
prevent decay

alcohol free
safe for everyday use

Janina Optima is a revolutionary Mouth Rinse formulation which will eliminate bad breath and whiten teeth.

It contains 12 active ingredients and is dispensed as a SPRAY to guarantee the ultimate in HYGIENE and EASE OF USE.

- Most other mouth rinse containers are large in size but contain very few active ingredients.
- Most other mouth rinses contain just fluoride as an active ingredient and are bulked up with water and flavour.
- Many contain alcohol which has been proven to cause mouth cancer.
- Most other mouth rinse containers have a cap as the doser. This is non-hygienic and raises questions of cross contamination when used by more than one person.

What does Optima Mouth Rinse do?

- **Eliminates bad breath compounds VSCs (Volatile Sulphur Compounds)**
- **Kills bacteria (the cause of gum problems)**
- **Whitens teeth (whitening Bromaine Complex™)**
- **Helps sensitive teeth**
- **Helps prevent plaque**
- **Helps prevent tooth decay**

Why does Optima Mouth Rinse work?

OPTIMA mouth rinse formulation contains 12 active ingredients to eliminate, not mask, bad breath compounds.

The formulation contains the **Bromaine Complex™** (a patented combination of natural fruit enzymes) to whiten teeth safely. The formulation will remove plaque and have an instant good feel effect.

Plaque causes VSCs (Volatile Sulphur Compounds) which in turn cause bad breath and gum problems. OPTIMA mouth rinse will help prevent tooth decay and help sensitive teeth. The unique formulation has been clinically tested and proven - as published by a leading UK University.

Whitening

Optima is the only mouth rinse which will WHITEN TEETH. At least one other known brand mouth rinse will actually stain teeth.

Optima Mouth Rinse contains the revolutionary **Bromaine Complex™** (a patented combination of natural fruit enzymes) to WHITEN teeth safely.

Optima uses Cosmeceutical Component Whitening to achieve its whitening results. It is the only whitening mouth rinse to conform to the EU regulation which does not allow a tooth whitening formulation to produce more than 0.1% Hydrogen Peroxide.

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 Bromelaine 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!

Halitosis (bad breath) control

Janina Optima Mouth Rinse 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.

There are three main ways of treating halitosis:

- 1. ATTACK THE BACTERIA ON TEETH, TONGUE AND GUMS**
This is achieved by using Janina Opale Whitening Toothpaste because 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 Opale Whitening Toothpaste.
- 3. INCREASE THE SALIVARY FLOW**
This takes place immediately with use of Janina Opale Whitening Toothpaste.

What is the difference between Janina Optima Mouth Rinse and Janina Liquid Toothpaste Spray?

The Liquid Toothpaste Spray is an alternative to the Opale Whitening toothpaste. It is a toothpaste in a spray format. It contains virtually the same ingredients as the toothpaste except for the gum ingredient that takes the formulation to a paste consistency. It is designed for use with or without a toothbrush.

Optima is a rinse - to be used after brushing to enhance the brushing results. It contains the core formulation of the Janina family of products including the revolutionary **Bromaine Complex™**.