



Research is the Key to Success...



BrightTonix toothpaste ingredients include: **Hyaluronic Acid**-clinically proven as beneficial for anti-aging of the oral cavity, **Potassium Nitrate**-efficient in reducing discomfort of sensitive teeth and **Sodium Fluoride**- highly beneficial to creating stronger teeth.



*Published Online: June 2016, at the 'International Journal of Immunopathology and Pharmacology'.*

**"Hyaluronic acid: Perspectives in dentistry. A systematic review"**

Manuele Casale; Antonio Moffa; Paola Vella; Lorenzo Sabatino; Francesco Capuano; Beatrice Salvinelli; Michele Antonio Lopez; Francesco Carinci; Fabrizio Salvinelli;



*Published at the 'Journal of Indian Society of Periodontology', April-June 2012.*

**"Effect of hyaluronan on periodontitis: A clinical and histological study"**

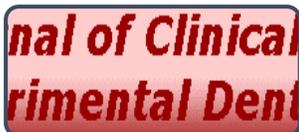
Guari Gontiya; Sushama R. Galgali;



*Published at the 'North American Journal of Medical Sciences', May 2013.*

**"Hyaluronic Acid: A Boon in Periodontal Therapy"**

Parveen Dahiya; Reet Kamal;



*Published Online: February 2012, at the 'Journal of Clinical and Experimental Dentistry'.*

**"Evaluation of the clinical efficacy of potassium nitrate desensitizing mouthwash and a toothpaste in the treatment of dentinal hypersensitivity"**

Sunita Sharma; Neeta J. Shetty; Ashita Uppoor;



*Published at the 'American Journal of Dentistry', August 2011.*

**"Enamel protection: a comparison of marketed dentifrice performance against dental erosion"**

Faller RV; Eversole SL; Tzequai GE;



*Published at the 'Journal of Nepal Health Research Council', May 2015.*

**"Comparative Evaluation of Effect of Chlorhexidine and Sodium Fluoride Mouthwashes on Plaque"**

Sundas S; Rao A;



## Main Conclusions

### **Hyaluronic Acid is clinically proven as beneficial for anti-aging of the oral cavity:**

- Hyaluronic Acid has an ant-inflammatory effect in cases of periodontal diseases and periodontal wound healing.
- The presence of Hyaluronic Acid contributes to a significant reduction in bleeding, as well as having an anti-bacterial effect.
- Hyaluronic Acid stimulates collagen regeneration, the basic element of the gums and the periodontium.
- Hyaluronic Acid is unique in that it can hold a thousand times its own weight in water, making it a phenomenal moisturizer.

### **Potassium Nitrate is efficient in reducing discomfort of sensitive teeth:**

- Potassium Nitrate is helpful in reducing the discomfort of sensitive teeth (dentinal Hypersensitivity) by soothing the nerves in the teeth.
- Potassium ions find their way to the pulp where they block the transmission of pain to the brain.
- Potassium Nitrate builds up in the dentin tubule, so a large supply of Potassium Nitrate will provide patients a lasting relief from sensitivity.

### **Sodium Fluoride is highly beneficial to creating stronger teeth:**

- The re-mineralization effect of Fluoride is important: Fluoride ions, inside and at the enamel surface, result in a fortified enamel which is resistant to decay (loss of minerals or demineralization) and can repair or re-mineralize early dental decay, caused by acids from decay-causing bacteria.