

Pearlie White[®]

PRODUCT CATALOGUE



Pearlie White®

OUR WAY

Pearlie White is the only home grown Singapore oral care brand and the only brand that has oral care manufacturing facilities (**ISO 22716: GMP certified**) in our country.

We take pride in our strong family heritage dating back to 1869 with the first practitioner of dentistry in Singapore, Dr. Cheong Chun Tin. Today, our family continues the tradition of developing innovative oral care products to satisfy the discerning consumer with Pearlie White.

With a promise to find **smarter ways for a healthier smile**, Pearlie White offers quality ingredients on the inside and smart packaging on the outside for truly intelligent and innovative oral care products. With **over 60 oral care products** in the range, Pearlie White caters to oral care needs as diverse as teeth whitening, tooth sensitivity and gum care for all ages.

SMARTER WAY

#1

We do things that our competitors don't.

By constantly challenging ourselves, we keep finding new ways to create smarter products. Take our Sonic Tooth Stain Eraser with Plaque Remover. It combines sonic vibration technology with three different purpose-built heads; one for on tooth stain removal, one for in-between teeth stain removal and one for plaque removal; to blast away tooth stains and tooth decay.

SMARTER WAY

#2

We stay one step ahead.

R&D is our lifeblood, allowing us to keep discovering safer and smarter ingredients and bring better features to our products. Our Blanc Perfect Professional Whitening Toothpaste does away with harsh abrasives and peroxide, instead incorporating an exclusive mix of pearl powder, mannan, sodium bicarbonate and silica to gently but effectively remove tooth stains.

SMARTER WAY

#3

We are all for fairer prices.

We believe you should only pay for what you get, and that good quality and value should go hand in hand. That's why you'll find that our FlossCare Waxed Mint Floss is rich in features but not in price. We've crammed 100 meters of floss into our container versus similarly priced 50 meter offerings from our competitors.

SMARTER WAY

#4

We keep it compact and practical.

Who doesn't like things handy yet economical? In line with our philosophy, our BreathSpray is slim, compact and aerosol free so you can bring it onto a airplane, and also produces more than 100 breath freshening sprays. Want to take tooth stain removal on the road, check out our ultra portable two in one Travel Twin Plaque & Tooth Stain Remover.

WHAT MAKES US DIFFERENT?

It's What We Put In (Or Rather What We Don't)

It's not about using the same ingredients that everyone else is; it's about what's better and gentler for you.

Pearlie White products do **NOT** contain SLS (Sodium Lauryl Sulfate), Triclosan, Saccharin, Peroxide, Titanium Dioxide, Polyethylene Glycol, Diethylene Glycol (DEG), Mineral Oils and Retinol.

Rather what you will find in our products are premium ingredients like Hydroxyapatite, Xylitol, Fruit/Vegetable, Enzymes etc.

Pearlie White does **NOT** conduct any form of testing on animals.



It's How We Make Them (Or Rather How We Don't)

Say hello to our Singaporean packing team members

Like all brands, we use machines to mix, fill and seal our tubes of toothpaste. And we can also use machines to insert these into boxes faster and at a fraction of the cost than with people. **BUT WE DON'T** because that does not create more jobs. And we prefer people to machines...don't you?



DELIVERING MADE IN SINGAPORE SMILES AROUND THE WORLD

Made possible with your support. We thank you for helping us, help others.

When you choose Pearlie White, you are not just improving your oral health but that of many others whom are unable to afford basic oral care.

Each year, Pearlie White sponsors and provides over a hundred thousand toothbrushes and toothpastes to communities where proper oral care is still considered more of a luxury rather than essential.

Visit our **Facebook** at www.facebook.com/pearliwhite to learn more about our charitable initiatives.

Find out more at www.PearlieWhite.com





ALL NATURAL ANTI-PLAQUE TOOTHPASTE

If you are looking for a toothpaste that is free from all chemicals, then look no further. Our All-Natural Anti-Plaque toothpaste features only natural ingredients in its formula. No chemical preservatives, no artificial coloring, no artificial flavouring, no artificial anything. Period.

What it does have are natural ingredients that help fight against plaque formation, remove tooth stains and keep your breath fresh.

SMART INGREDIENTS

- **All Natural Formula** – All ingredients derived from nature
- **Calendula and Xylitol** – Help fight against plaque formation
- **Silica** – Gently removes tooth stains
- **Chamomile** – Provides antioxidant benefits
- **Aloe Vera** – Helps soothe sensitive teeth and gums
- **Mint** – Freshens breath

Available in a 110g tube



ALL NATURAL WHITENING TOOTHPASTE

If you want naturally white teeth, then why not get that by using a naturally effective stain-removing toothpaste.

Our All-Natural Whitening toothpaste features premium ingredients that dissolve and polish away surface tooth stains. It contains papaya enzymes that help dissolve stains that form a sticky brownish film on surface of teeth. And pearl powder and silica that help polish away tougher stains.

Plus it adds a raft of ingredients that help fight against plaque formation and keep your breath fresh. No chemical preservatives, no artificial coloring, no artificial flavouring, no artificial anything. Period.

SMART INGREDIENTS

- **All Natural Formula** – All ingredients derived from nature
- **Pearl Powder and Silica** – Deeply clean and polish away tooth stains
- **Papain** – Papaya extract enzymes help dissolve away sticky stains on surface of teeth
- **Calendula and Xylitol** – Help fight against plaque formation
- **Chamomile** – Provides antioxidant benefits
- **Mint** – Freshens breath

Available in a 110g tube

All Pearlie White® toothpastes do **NOT** contain Sodium Lauryl Sulfate (SLS), Parabens, Triclosan, Artificial Coloring, Titanium Dioxide, Polyethylene Glycol (PEG), Propylene Glycol (PPG), Saccharin, Alcohol, Diethylene Glycol (DEG), Peroxide, Mineral Oils and Retinol.

Pearlie White® does **NOT** conduct any form of testing on animals.



BLANC PERFECT™ PROFESSIONAL WHITENING FLUORIDE TOOTHPASTE

Our professional whitening formula with pearl powder and mannan beads, removes stains and restores whiteness and shine to teeth better than ever before.

What's more, we've added a helpful bunch of extra ingredients to help fight plaque, soothe gums and freshen your breath.

But the best part? It's one of the few whitening toothpastes around with no harsh abrasives. So it's safe and gentle for everyday use.

SMART INGREDIENTS

- **Pearl Powder and Glucomannan** – Deeply clean and help remove tooth stains
- **Calcium Carbonate and Zinc Citrate** – Help remove and prevent plaque build-up that cause tooth stains
- **Sodium Bicarbonate** – Gently polishes for gloss and shine on teeth
- **Vitamin E & Chamomile** – Provide anti-oxidant benefits
- **Aloe Vera** – Helps soothe sensitive teeth and gums
- **CPC and Xylitol** – Help fight plaque-forming bacteria
- **Fluoride** – Helps prevent tooth decay and strengthens tooth enamel
- **Mint** – Freshens breath

Available in a 110g tube

All Pearlie White® toothpastes do **NOT** contain Sodium Lauryl Sulfate (SLS), Parabens, Triclosan, Artificial Coloring, Titanium Dioxide, Polyethylene Glycol (PEG), Propylene Glycol (PPG), Saccharin, Alcohol, Diethylene Glycol (DEG), Peroxide, Mineral Oils and Retinol.

Pearlie White® does **NOT** conduct any form of testing on animals.



(A.R.T.) ACTIVE REMINERALIZATION TOOTHPASTE – FLUORIDE FREE

Teeth require maintenance to be at their optimum condition, hence our unique remineralizing formula.

Over time, bacteria in plaque produce acids that damage your enamel. Our Active Remineralization Toothpaste contains hydroxyapatite, one of the main minerals that your tooth enamel is made of, to help repair demineralized tooth enamel.

Besides that, we've also added a few helpful ingredients to soothe your gums, prevent cavities and leave your breath minty fresh.

SMART INGREDIENTS

- **Hydroxyapatite** – Hydroxyapatite microparticles bond with and repair demineralized tooth enamel
- **Xylitol** – Raises pH level of saliva in the mouth, encouraging natural minerals in saliva to be deposited into demineralized tooth enamel
- **CPC** – Helps fight bacteria that cause plaque and bad breath
- **Calcium Carbonate** – Gently removes tooth stains
- **Vitamin E & Chamomile** – Provide anti-oxidant benefits
- **Aloe Vera** – Helps soothe sensitive teeth and gums
- **Mint** – Freshens breath
- **This is a fluoride-free toothpaste**

Available in a 110g tube



ADVANCED WHITENING FLUORIDE TOOTHPASTE

A brilliant smile starts with a brilliant product – our Advanced Whitening Toothpaste.

Not only does it target tough stains that other toothpastes leave behind, it provides the antibacterial protection and tooth decay prevention you'd expect from regular toothpaste.

Plus, our extra gentle formula is clinically proven to restore your teeth to their natural shiny best without harsh chemicals and abrasives. Brilliant.

SMART INGREDIENTS

- **Precipitated Calcium Carbonate, Alumina and Papain** – Help effectively remove tooth stains
- **Sodium Bicarbonate** – Gently polishes for gloss and shine on teeth
- **CPC and Xylitol** – Help fight plaque-forming bacteria
- **Fluoride** – Helps prevent tooth decay and strengthens tooth enamel
- **Mint** – Freshens breath

Available in a 130g tube



ADVANCED SENSITIVE HYPOALLERGENIC FLUORIDE TOOTHPASTE

Extra sensitive teeth need all the things normal teeth need – but in an extra gentle package.

That's why our Advanced Sensitive Toothpaste provides fast-acting relief and creates a long lasting barrier against tooth sensitivity.

We've also added a few ingredients to soothe your gums, prevent cavities and leave your breath minty fresh. What's more, our extra gentle formula won't irritate you and is safe to use every day.

SMART INGREDIENTS

- **Hypoallergenic** – Clinically tested to reduce and minimize the possibility of allergic responses
- **Potassium Nitrate** – Relieves and protects against tooth sensitivity
- **CPC and Xylitol** – Help fight plaque-forming bacteria
- **Fluoride** – Helps prevent tooth decay and strengthens tooth enamel
- **Vitamin E and Chamomile** – Provide antioxidant benefits
- **Aloe Vera** – Helps soothe sensitive teeth and gums
- **Mint** – Freshens breath

Available in a 130g tube

All Pearlie White® toothpastes do **NOT** contain Sodium Lauryl Sulfate (SLS), Parabens, Triclosan, Artificial Coloring, Titanium Dioxide, Polyethylene Glycol (PEG), Propylene Glycol (PPG), Saccharin, Alcohol, Diethylene Glycol (DEG), Peroxide, Mineral Oils and Retinol.

Pearlie White® does **NOT** conduct any form of testing on animals.



ADVANCED GUM HEALTH FLUORIDE TOOTHPASTE

Teeth are important but as important are what's holding them in place: your gums.

We've created a toothpaste that we believe will help keep your gums, literally, in the pink of health. Containing a unique blend of ingredients that not only help promote gum health but help fight plaque and tooth decay, it's basically all you need to keep your teeth and gums in tip top shape.

SMART INGREDIENTS

- **Allantoin, Aloe and Vitamin E** – Help promote gum health
- **Tetrasodium Pyrophosphate and Zinc Citrate** – Help inhibit dental plaque acid production
- **CPC and Xylitol** – Help fight plaque forming bacteria
- **Fluoride** – Helps prevent tooth decay and strengthens tooth enamel
- **Mint** – Freshens breath

Available in a 130g tube

All Pearlie White® toothpastes do **NOT** contain Sodium Lauryl Sulfate (SLS), Parabens, Triclosan, Artificial Coloring, Titanium Dioxide, Polyethylene Glycol (PEG), Propylene Glycol (PPG), Saccharin, Alcohol, Diethylene Glycol (DEG), Peroxide, Mineral Oils and Retinol.

Pearlie White® does **NOT** conduct any form of testing on animals.



EXTRA GENTLE HYPOALLERGENIC FLUORIDE TOOTHPASTE

Gentle and safe for everyday use, our Extra Gentle Hypoallergenic Fluoride Toothpaste is clinically tested against cumulative irritation and skin sensitization to help in avoidance of contact dermatitis that can cause irritation, rashes and redness, at the corners and around the mouth.

Made especially for individuals seeking an extra gentle teeth cleansing experience, it is free harsh ingredients and abrasives.

Having that healthy, radiant smile you've always wanted has never been easier with its hypoallergenic properties and added ingredients like fluoride, xylitol and CPC to help fight against tooth decay.

SMART INGREDIENTS

- **Hypoallergenic** – Clinically tested to reduce and minimize the possibility of allergic responses
- **Low Abrasivity** – Extra gentle cleansing experience
- **CPC and Xylitol** – Help fight plaque-forming bacteria
- **Fluoride** – Helps prevent tooth decay and strengthens tooth enamel
- **Mint** – Freshens breath

Available in a 130g tube



THE REAL RED® ANTI-CAVITY FLUORIDE TOOTHPASTE

The Real Red's design and packaging, proudly and suitably bears the lion head symbol commonly used to promote our Singapore national identity.

It is our most affordable variant yet and delivers on The Real Red's promise, which is, to deliver high-quality, made-in-Singapore oral care products that are readily accessible to value-conscious consumers across the world.

Made in our GMP (Good Manufacturing Practice) certified facilities in Singapore, The Real Red toothpaste helps remove tooth stains, prevents tooth decay and strengthens tooth enamel.

SMART INGREDIENTS

- **Sodium Bicarbonate** – Helps remove tooth stains as you brush
- **CPC and Xylitol** – Help fight plaque-forming bacteria
- **Fluoride** – Helps prevent tooth decay and strengthens tooth enamel
- **Mint** – Freshens breath

Available in a 138g tube

All Pearlie White® toothpastes do **NOT** contain Sodium Lauryl Sulfate (SLS), Parabens, Triclosan, Artificial Coloring, Titanium Dioxide, Polyethylene Glycol (PEG), Propylene Glycol (PPG), Saccharin, Alcohol, Diethylene Glycol (DEG), Peroxide, Mineral Oils and Retinol.

Pearlie White® does **NOT** conduct any form of testing on animals.



FLUORINZE™ ALCOHOL FREE FLUORIDE MOUTH RINSE

Can a mouth rinse really make a difference?

Yes, it can – if it's Fluorinze™ Alcohol Free Fluoride Mouth Rinse.

Designed to do a whole lot more than normal mouth rinses, it freshens up your breath, destroys plaque-causing bacteria, relieves tooth sensitivity and strengthens your tooth enamel.

Beyond that, it's enhanced with added ingredients like Tea Tree Oil and Thymol to help fight bacteria that causes bad breath, plaque and cavities.

SMART INGREDIENTS

- **Gentle Alcohol Free Formula** – Gentle on teeth and gums
- **Tea Tree Oil and Thymol** – Help fight tooth decay
- **CPC and Xylitol** – Fight bacteria and germs that cause bad breath, plaque and cavities
- **Potassium Chloride** – Relieves and protects against tooth sensitivity
- **Vitamin E and Chamomile** – Provide antioxidant benefits
- **Fluoride** – Helps prevent tooth decay and strengthens tooth enamel
- **Mint and Spearmint** – Freshens breath

Available in 100ml, 500ml and 750ml bottles

All Pearlie White® mouth rinses do **NOT** contain Alcohol, Sodium Lauryl Sulphate (SLS), Polyethylene Glycol (PEG), Propylene Glycol (PPG), Phthalates, Plasticizers, Saccharin, Triclosan, Petrochemicals and Animal Origin Ingredients.

Pearlie White® does not conduct any form of testing on animals.



CHLOR-RINSE™ ALCOHOL FREE CHLORHEXIDINE MOUTH RINSE

Many dental problems start with bacteria. The smart way to put an end to bacteria is with a swirl of Chlor-Rinse™ Alcohol Free Chlorhexidine Mouth Rinse.

Use it as a mouthwash or for throat gargle to relieve and soothe oral discomfort, help fight bacteria that cause plaque & tooth decay, and prevent bad breath.

Either way, alcohol-free also means pain-free. So swirl and gargle your way to healthier teeth and gums today.

SMART INGREDIENTS

- **Chlorhexidine Gluconate (0.2%)** – Clinically proven antibacterial ingredient fights bacteria that cause bad breath, plaque build-up and tooth decay. It also helps relieve and soothe oral discomfort.
- **Chamomile** – Provides antioxidant benefits
- **Mint** – Freshens breath
- **Gentle Alcohol Free Formula** – Gentle on teeth and gums

Available in a 250ml bottle

All Pearlie White® mouth rinses do **NOT** contain Alcohol, Sodium Lauryl Sulphate (SLS), Polyethylene Glycol (PEG), Propylene Glycol (PPG), Phthalates, Plasticizers, Saccharin, Triclosan, Petrochemicals and Animal Origin Ingredients.

Pearlie White® does not conduct any form of testing on animals.



CHLOR-RINSE™ PLUS ALCOHOL FREE CHLORHEXIDINE MOUTH RINSE

Say bye-bye to bacteria. We enhanced our Chlor-Rinse mouth rinse variants by adding in another anti-bacterial ingredient, CPC, to further help fight bacteria that cause plaque and tooth decay. Then some Tea Tree Oil to help further relieve and soothe oral discomfort and help fight bad breath. And then we thought "why stop there" and made the product even gentler by being free of Parabens and PEG/PPG.

Perhaps the only thing we didn't put effort in is coming up with a new fancy name for our supercharged product. It's simply called Chlor-Rinse™ Plus.

SMART INGREDIENTS

- **Chlorhexidine Gluconate (0.2%)** – Clinically proven antibacterial ingredient fights bacteria that cause bad breath, plaque build-up and tooth decay. It also helps relieve and soothe oral discomfort.
- **CPC** – Helps fight plaque forming bacteria
- **Tea Tree Oil** – Helps fight tooth decay and further helps relieve and soothe oral discomfort and fight bad breath
- **Chamomile** – Provides antioxidant benefits
- **Mint** – Freshens breath
- **Gentle Alcohol Free Formula** – Gentle on teeth and gums
- **Even Gentler Formula** - Free of Parabens and PEG/PPG

Available in a 250ml bottle



ALL NATURAL ENAMEL SAFE KIDS' TOOTHPASTE

You are already trying your best to keep the food in your kids' diet as natural as possible. You avoid artificial sweeteners, artificial flavouring, artificial coloring, artificial anything. So there's no reason to spoil your efforts with what they use to clean their teeth. Use a toothpaste that contains only natural ingredients.

Our All Natural Enamel Safe Kids' Toothpaste will do the job and it will do the job extra gently as it has an extremely low relative dentin abrasivity (RDA) value of under 30, preventing paste from harming your child's enamel and gums as they brush. Most adult toothpaste variants have an RDA value of 100 and above.

Suitable for children aged 3 months and up.

SMART INGREDIENTS

- **All Natural Formula** – All ingredients derived from nature
- **Enamel Safe Formula** – Low relative dentin abrasivity (RDA) value of under 30
- **Calendula and Xylitol** – Help fight against plaque formation
- **Silica** – Gently removes tooth stains
- **Chamomile** – Provides antioxidant benefits
- **Natural Strawberry flavour** – Mild and pleasing taste

Available in a 45g tube



ENAMEL SAFE KIDS' FLUORIDE TOOTHPASTE

It's exactly what you get in our All Natural variant but with your dentist recommended dosage of fluoride. This toothpaste is 99.78% natural with the remaining 0.22% is in the form of sodium fluoride delivering 1000ppm fluoride.

Our Enamel Safe Kids' Toothpaste will do the job of cleaning your kids teeth and it will do the job extra gently as it has an extremely low relative dentin abrasivity (RDA) value of under 30, preventing paste from harming your child's enamel and gums as they brush. Most adult toothpaste variants have an RDA value of 100 and above.

Suitable for children aged 2 years and up.

SMART INGREDIENTS

- **99.78% natural with 0.22% sodium fluoride (1000ppm Fluoride)**
- **Fluoride** – Helps prevent tooth decay and strengthens tooth enamel
- **Enamel Safe Formula** – Low relative dentin abrasivity (RDA) value of under 30
- **Calendula and Xylitol** – Help fight against plaque formation
- **Silica** – Gently removes tooth stains
- **Chamomile** – Provides antioxidant benefits
- **Natural Strawberry flavour** – Mild and pleasing taste

Available in a 45g tube

All Pearlle White® toothpastes do **NOT** contain Sodium Lauryl Sulfate (SLS), Parabens, Triclosan, Artificial Coloring, Titanium Dioxide, Polyethylene Glycol (PEG), Propylene Glycol (PPG), Saccharin, Alcohol, Diethylene Glycol (DEG), Peroxide, Mineral Oils and Retinol.

Pearlie White® does **NOT** conduct any form of testing on animals.



BRUSHCARE™ KIDS' POP-UP EXTRA SOFT TOOTHBRUSH



Help children learn good dental habits by making it fun for them to brush their teeth.

Genius? We think so. It's why we've made our BrushCare™ Kids a lot like toys. But it's not all about fun and games. There a lot of serious features too, like a

compact rounded head to make brushing safe and comfortable for little mouths, and extra soft bristles that are gentle on little teeth and gums.

SMART FEATURES

- **Compact Rounded Head** – Safe and comfortable brushing. Easier access into tight spaces in child's mouth.
- **Extra Soft Microfine Polished End Rounded Bristles** – Protect tooth enamel whilst brushing. And is suitable for gentle brushing of gums and tongue.
- **Retractable Toothbrush Head** – Tucks away easily, making it ideal for use at home or while travelling
- **Toy-like Toothbrush Cover** – Keep the toothbrush clean and make brushing fun
- **Toothbrush Feet** – Keep the toothbrush standing up

Available in six playful designs: Bear, Cow, Panda, Penguin, Rabbit and Sheep.

Special Edition: Singa the Lion - Created in 1982, Singa the Lion was the nation's mascot for courtesy and is a symbol that many Singaporeans can identify with.

Pearlie White, a home-grown Singapore brand, brings Singa to your child's everyday brushing routine. With thanks to the Singapore Kindness Movement.



BRUSHCARE™ KIDS' ENAMEL PROTECT EXTRA SOFT TOOTHBRUSH



Sometimes you just want to go back to the basics. After all, it's not a cute toothbrush that is important but rather keeping your child's teeth and gums healthy so they stay cute!

So back to fundamentals with a well-designed toothbrush that has a slim handle and compact head that allows better reach to the back of the child's mouth. And tightly packed, extra soft, micro-fine, polished end-rounded bristles that are extra gentle on a child's developing teeth and gums.

SMART FEATURES

- **Compact Rounded Head** – Safe and comfortable brushing. Easier access into tight spaces in child's mouth.
- **Extra Soft Microfine Polished End Rounded Bristles** – Protect tooth enamel whilst brushing. And is suitable for gentle brushing of gums and tongue.
- **Angled Neck** – For better reach to all tooth surfaces
- **Classic Handle** – Rounded Back with flat front for comfortable grip and handling
- **Toothbrush Cover** – Keeps your toothbrush clean and prevents damage during travel



BRUSHCARE™ PROFESSIONAL REGULAR SOFT TOOTHBRUSH



BRUSHCARE™ PROFESSIONAL SENSITIVE EXTRA SOFT TOOTHBRUSH



BRUSHCARE™ PROFESSIONAL ORTHO SOFT TOOTHBRUSH

We listened to what dental professionals wanted in a toothbrush. Small and compact head to reach far back and tight areas in the mouth. Check. Multiple non-slip grip areas on the handle for better control. Check. And bristles to cater for regular healthy teeth and gums, sensitive teeth and gums, and for individuals whom wear braces. Check. And we further added in a double check by including a toothbrush cover and three colors to ensure everyone in the family gets their own.

- **Ultra Compact Brush Head** – Tapered at the end to allow for reach into the tightest spaces at the back of your mouth
- **Slim, Long Neck** – Provides maximum reach to all tooth surfaces
- **Non-Slip Grip and Large Textured Thumb Rest** – Provide control and stability when brushing in the wet
- **Toothbrush Cover** – Keeps your toothbrush clean and prevents damage during travel



SMART FEATURES

- **Soft & Fine Bristles with Polished End-Rounded Tips** – Gently brush out plaque and food whilst protecting your tooth enamel

Available in Single pack



SMART FEATURES

- **Extra Soft Microfine Bristles with Polished End-Rounded Tips** – Extra gentle on in use on sensitive teeth and gums whilst brushing out plaque in small spaces and gum pockets

Available in Single pack



SMART FEATURES

- **Soft V-Shaped Bristles with Polished End-Rounded Tips** – Effectively clean around braces and other orthodontic appliances

Available in Single pack



BRUSHCARE™ SLIM SOFT TOOTHBRUSH



BRUSHCARE™ SENSITIVE EXTRA SOFT TOOTHBRUSH



BRUSHCARE™ ORTHO SOFT TOOTHBRUSH

With our BrushCare™ range of toothbrushes, we have variants that cater to regular healthy teeth and gums, sensitive teeth and gums, and for individuals whom wear braces. Each with brush heads that are compact enough to reach further back into your mouth, handles with non-slip grips, and even covers so you can take them wherever you go.

- **Compact Oval-Shaped Brush Head** – Easily reaches tight spaces at the back of your mouth
- **Slim, Long Neck** – Provides maximum reach to all tooth surfaces
- **Slim, Flat Handle with Non-slip Grip and Thumb Rest** – Makes for comfortable handling while brushing, providing control and stability when things get wet
- **Toothbrush Cover** – Keeps your toothbrush clean and prevents damage during travel



SMART FEATURES

- **Soft, Slim Microfine Bristles with Polished End-Rounded Tips** – Gently protect your tooth enamel while brushing out plaque in small spaces and gum pockets

Available in Single pack and Triple pack



SMART FEATURES

- **Feathery Textured Extra Soft Bristles with Polished End-Rounded Tips** – Extra gentle in use on sensitive teeth and gums while brushing out plaque in small spaces and gum pockets

Available in Single pack and Triple pack



SMART FEATURES

- **V-Shaped Bristles** – Effectively clean around braces and other orthodontic appliances
- **Soft, Slim Microfine Bristles with Polished End-Rounded Tips** – Gently protect your tooth enamel while brushing out plaque in small spaces and gum pockets

Available in Single pack



BRUSHCARE™ ENAMEL PROTECT SOFT TOOTHBRUSH



Sometimes we just want a toothbrush that works. And works in a gentle manner so your tooth enamel stays in tip-top condition as you brush.

So back to fundamentals with a well-designed toothbrush that has a slim handle and compact head that allows better reach to the back of the mouth. And densely packed, soft, micro-fine, polished end-rounded bristles that are extra gentle on your enamel and gums.

SMART FEATURES

- **Compact Rounded Head** – Safe and comfortable brushing. Easier access into tight spaces.
- **Densely Packed Soft Microfine Polished End Rounded Bristles** – Protect tooth enamel whilst brushing. And is suitable for gentle brushing of gums and tongue.
- **Angled Neck** – For better reach to all tooth surfaces
- **Classic Handle** – Rounded Back with flat front for comfortable grip and handling
- **Toothbrush Cover** – Keeps your toothbrush clean and prevents damage during travel



INTERSPACE BRUSH



Got braces? Find it hard to clean your back molars and those hard-to-reach areas?

Our InterSpace brush is specially designed for precision cleaning

around crowns, braces and other orthodontic appliances. It's slim and tapered brush allows you to clean in between tight gaps and spaces, effectively removing tough plaque and food particles caught in between your teeth. The handle has a thumb rest area to help you manoeuvre the brush easily and reach those hard-to-reach areas.

SMART FEATURES

- Specially designed to effectively remove tough plaque and food from spaces in between teeth and gums
- Effective in cleaning around crowns, braces, and other orthodontic appliances
- Slim and tapered brush shape to clean in between tight gaps and spaces
- Thumb rest area for easy holding and manoeuvrability

Available in 2 colours: Yellow, Green



BRUSHCARE™ TWO-WAY TONGUE BRUSH

Some will proclaim using a toothbrush with soft bristles is the gentlest way to clean your tongue. Others will swear by a hard tongue scraper. We say, "Why choose?!" Let's have the best of both worlds and so we created our two-way tongue brush.

On one side, it features soft bristles that help you gently remove any food debris left on your tongue. Flip it to the other side and you will get a firm rubberized scraper that helps thoroughly remove dead cells and bacteria that cause bad breath.



SMART FEATURES

- **Soft Bristles with Polished End-Rounded Tips** – Gently brush away food debris on tongue
- **Firm Rubberized Scraper** – Thoroughly removes dead cells and bacteria that cause bad breath
- **Low Profile** – Both head sides are low in height allowing you to reach further back into your mouth and clean more of your tongue
- **Non-Slip Grip and Textured Thumb Rest** – Provide control and stability when brushing/scraping in the wet



FLOSSCARE™ CLASSIC WAXED MINT FLOSS



The smart way to get the most out of your floss is to buy more for less with FlossCare™. It does everything you would want a floss to do – kills bacteria, prevents cavities, freshens breath and removes stains – and gives you the best value for your money. How could you say no to meters of well-priced, shred-resistant goodness?

SMART FEATURES

- **Antibacterial** – Kills bacteria in between teeth and gums
- **Shred-Resistant** – Specially manufactured to prevent shredding for hassle free flossing
- **Contains a Gentle Whitening Ingredient** – Removes stains in between teeth and unsightly brown outlines around teeth
- **Fluoride** – Prevents cavities and tooth decay
- **Refreshing Mint Flavour** – Leaves your breath minty fresh
- **See-through Casing (100m)** – Keep track of how much floss you have left

Available in 100 metre and 200 metre lengths



FLOSSCARE™ PLUS PTFE MINT FLOSS



How do you make dental floss smarter? Make it out of a patented shred-resistant fibre that slides easily between teeth and is gentle on the gums. That's what we did with FlossCare™ Plus PTFE Mint Floss. Plus, we added antibacterial properties,

a gentle whitening ingredient, fluoride and a refreshing mint flavour. That's a lot of smarts for a bit of floss.

SMART FEATURES

- **Ultra-Smooth Flossing** – Slides smoothly and easily between teeth to clean thoroughly
- **Soft and Comfortable** – Compresses so that your gums are protected
- **Super Shred-Resistant** – Specially manufactured to prevent shredding for hassle-free flossing
- **Antibacterial** – Kills bacteria in between teeth and gums
- **Contains a Gentle Whitening Ingredient** - Removes stains in between teeth and unsightly brown outlines around teeth
- **Fluoride** – Prevents cavities and tooth decay
- **Refreshing Mint Flavour** – Leaves your breath minty fresh
- **See-through casing** – Keep track of how much floss you have left

Available in 50 metres



FLOSSCARE™ HI-TECH WAXED MINT FLOSS

Brighter smiles are a result of bright ideas. And there are a whole lot of bright ideas in FlossCare™ Hi-Tech Waxed Mint Floss. It's unique ultra-wide floss design covers more of each tooth. It's practically unbreakable and slides easily around tight spaces and sharp edges. It doesn't stretch during use, so it's perfect for floss holders.



SMART FEATURES

- **Ultra Wide** – Made with a wider cleaning surface which helps remove more plaque, food and stains in between teeth. It is also made stiffer for better handling.
- **Unbreakable** – Significantly stronger than normal nylon and PTFE flosses which makes it unbreakable even in tight spaces or around the sharp edges of broken fillings, inlays, crowns and dental restorations
- **Antibacterial** – Helps kill bacteria in between teeth and gums
- **Less Friction** – Slips easily between your teeth without tangling or breaking
- **Stretch-Resistant** – Doesn't stretch during use, which prevents it from slipping off floss holders

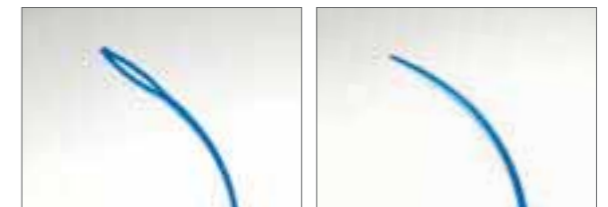
Available in 50 metres



FLOSSCARE™ FLOSS THREADERS WITH STORAGE CASE

Flossing when you have braces? Here come our Floss Threaders to the rescue! We've made our threaders thin but firm so they are pliable enough to fit in tight gaps between teeth and appliance, yet strong enough to pull through without breaking.

You can thread our FlossCare™ flosses or any other brand of floss through our FlossThreaders which you can then pass under braces, bridges, implants and crowns. What's more, you can store or carry them around conveniently in the provided storage case. So you'll always have what you need to ensure you've got nothing stuck between your teeth.



SMART FEATURES

- **Flexible and Pliable Floss Threader** – Fits in tight gaps between teeth and appliance (braces, bridges, implants and crowns)
- **Quality Material** – Pulls through without breaking
- **Storage Case** – Carry conveniently around in your pocket or purse

Available in 30 pieces with a storage case



TRAVEL TOOTHBRUSH WITH PREMIUM TOOTHPASTE

Going on a holiday will put a twinkle in most people's eyes. Now you can make sure you maintain the sparkle in your smile too with our compact travelling duos.



SMART FEATURES

Travel Toothbrush:

- Compact, travel-friendly design with a cover that also works as a handle
- High quality bristles for a superior clean

Premium Toothpaste:

- Antibacterial CPC formula with Fluoride and Xylitol protects gums and prevents cavities
- Extra gentle formula does not contain Sodium Lauryl Sulphate and harsh abrasives
- Leaves your breath minty fresh
- Airline-approved size

Available in a travel toothbrush with 25gm toothpaste combination.



TRAVEL TWIN TOOTH STAIN ERASER & PLAQUE REMOVER

Going where brushing and flossing cannot, our Travel Twin Tooth Stain Eraser & Plaque Remover is a unique dual purpose dental tool kit that's exclusive to Pearl White®. Use one end to remove tough plaque or food particles from in between your teeth and the other end to remove tough stains on tooth surfaces. Anytime. Anywhere. What makes it even sweeter is we've put it in a nifty little package so you can take it with you wherever you go.



SMART FEATURES

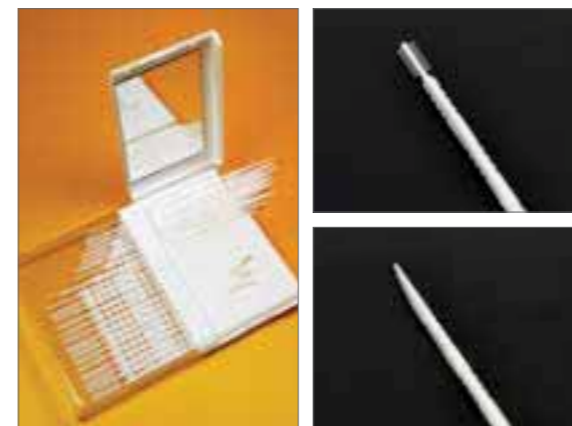
- Removes tough plaque and food particles from in between your teeth
- Removes tough stains on the surface of your teeth
- Conveniently designed to fit into your bag or pocket, or hang with your keys

Available in a 2-piece pack



ORALPICKS™ PORTABLE FOOD & PLAQUE REMOVAL PICKS

Once we started trying to make our OralPicks™ better than traditional wooden picks, we found it hard to stop. First, we made them out of a durable plastic so they don't splinter. Then we added a safe rounded tip to protect your gums and a flexible neck to help you get to those hard to reach areas. Even the containers are smarter: Both OralPicks 20s or OralPicks 110s comes with a mirror for you to check on your teeth.



SMART FEATURES

- **Unique Oral Pick Design** – Effectively removes food particles and plaque trapped in between teeth
- **Splinter-Proof Plastic** – Made of polyethylene plastic that doesn't splinter like traditional wooden picks
- **Smart Containers** – OralPicks™ 20s comes in a refillable dispenser with a mirror on its cap. OralPicks™ 110s comes with two refillable containers, one with a mirror on the side of the container.



BREATHSPRAY INSTANT BREATH FRESHENING SPRAYS

Fresh breath in your pocket. Now that's a clever idea. Always have fresh breath – no matter what you've been eating, drinking or smoking – with our slim, compact BreathSpray that fits easily into your pocket or handbag. It comes in three minty fresh flavours, including one that's alcohol free, and freshens your breath instantly. Perfect for any little emergency.

SMART FEATURES

- **Antibacterial** – Kills bacteria that cause bad breath
- **Freshens Breath Instantly** – Removes unpleasant breath odours caused by food, cigarettes and alcohol
- No parabens, polyethylene glycol, propylene glycol, sulphates
- No calories. No sugar. No fat.
- Slim, compact and non-aerosol
- Provides over 100 sprays
- Airline-approved size
- **Animal-Friendly** – Not tested on animals and does not contain ingredients of animal origin

Available in various flavours including Spearmint, IcyMint and Alcohol Free Cool Mint.



FLOSSPICK F™ 2-IN-1 PTFE MINT FLOSSER 36PCS

We understand you hate getting floss stuck in-between teeth, especially around tight gaps, so we've made the floss on our FlossPicks Fs smoother and shred-resistant.

We know you want flossing to be done faster, so we incorporated floss with a wider cleaning surface area. And we know the last thing you want is to hurt your gums when you are giving your teeth a thorough clean, so we used a floss material that is softer and gentler to your gums.



SMART FEATURES

- **Smooth, Wide, Extra Gentle, Shred-Resistant Floss** – For effective and faster flossing that is gentle on gums
- **Curved Pick** – Acts like a toothpick for fast and easy removal of larger particles of food and plaque
- **Textured Grip** – Provide control and stability when flossing
- **Resealable Bag** – Hygienically stores and carries your FlossPicks with you wherever you go
- **Mint** – Freshens breath

Available in 36-pick packs



FLOSSPICK Y™ 2-IN-1 PTFE MINT BACK TEETH FLOSSER 36PCS

The Y-shaped flosser with an angled head makes flossing all the way back into your mouth as easy as the front.

We understand you hate getting floss stuck in-between teeth, especially around tight gaps, so we've made the floss on our FlossPicks Ys smoother and shred-resistant.

We know you want flossing to be done faster, so we incorporated floss with a wider cleaning surface area. And we know the last thing you want is to hurt your gums when you are giving your teeth a thorough clean, so we used a floss material that is softer and gentler to your gums. We incorporated a textured pick end that you can use like a regular toothpick.



SMART FEATURES

- **Angled Y-Shaped Head** – Allows for effective flossing of teeth at the back of the mouth
- **Smooth, Wide, Extra Gentle, Shred-Resistant Floss** – For effective and faster flossing that is gentle on gums
- **Textured Pick End** – Acts like a toothpick for fast and easy removal of larger particles of food and plaque
- **Resealable Bag** – Hygienically stores and carries your FlossPicks with you wherever you go
- **Mint** – Freshens breath

Available in 36-pick packs



FLOSSPICK VALUE 2-IN-1 WAXED MINT FLOSSER 24PCS

Sometimes you just want us to keep it simple and offer great value. So that's what we've done with our FlossPicks Value variant. We've kept it simple - use one side as floss and the other as a tooth pick.

They've been designed to simply help remove food and plaque trapped in between teeth or around the gum line.



SMART FEATURES

- **High-Quality Waxed Floss**
- **Angled Floss Position** – Easier and more convenient flossing
- **Waxed Nylon Floss** – Specially manufactured to prevent shredding
- **Curved Pick** – Easier removal of plaque or food trapped between teeth. Also helps to stimulate gums.
- **Resealable Bag** – Hygienically stores and carries your FlossPicks with you wherever you go
- **Mint** – Freshens breath

Available in 24-pick packs



ID/2 INTERDENTAL BRUSH HANDLE WITH 2 INTERDENTAL BRUSHES

There are some places that a toothbrush just can't reach. That's why we've designed ID/2 Interdental Brushes and Brush Handle – to go where no toothbrush can go. Our Interdental Brushes clean effectively around bridges, braces and wide interdental spaces. Our Brush Handle helps you manoeuvre the brush easily and reach those hard-to-reach places. Together, they efficiently remove food and plaque stuck in between your teeth or in other awkward places.



Parallel brush

Tapered brush

SMART FEATURES

- Cleans effectively around bridges, braces and wide interdental spaces
- Efficiently removes accumulated food and plaque in between your teeth that toothbrush bristles can't reach
- Durable high tensile strength stainless steel wire stem and memory retentive nylon bristles
- Made in UK

Available in a box of one interdental brush with 2 brush head refills (one parallel and one tapered). Brush refills (parallel and tapered) are available in boxes of 12.



COMPACT INTERDENTAL BRUSHES

Not only does our Compact Interdental Brush go where a toothbrush just can't go, it goes wherever you go, too. The best part is, each of these brushes come with a cap that can be used as an extension to reach teeth all the way at the back. They are also designed to fit in your pocket or handbag. Exceptional value with five or ten interdental brushes, each with their own cap, in a pack.



SMART FEATURES

- Handy plastic caps can be used to cover the bristles or extend the handle
- **Suitable for sensitive teeth and gums** – Extra soft bristles with anti-sensitivity coated stem for efficient and gentle cleaning
- **Convenient and portable** – each with their own cap to help keep the brush clean and small enough to fit in your pocket or handbag
- **Available in six different brush sizes** - to fit from the tightest to the widest of spaces between teeth

Available in 6 different sizes: XXXS (0.6mm), XXS (0.7mm), XS (0.8mm), S (1.0mm), M (1.2mm) and L (1.5mm) in packs of 5 and 10.



PROFESSIONAL INTERDENTAL BRUSHES



Specifically designed for cleaning in between teeth where the toothbrush can't reach, our Professional Interdental Brush has an anti-sensitivity coating for extra gentle cleaning that's suitable for sensitive teeth and gums.

Unique to this variant is the ability for the brushes to be bent and stay at any angle so you can better position it to reach any gap in between teeth. Each brush comes with a cap that can either be used to cover the bristles or extend the handle to reach the back of your mouth.

SMART FEATURES

- **Thoroughly cleans and removes plaque and food debris from in between teeth**
- **Suitable for sensitive teeth and gums** - Extra soft bristles with anti-sensitivity coated stem for efficient and gentle cleaning
- **Bendable Brush** – reach the interdental spaces at the back of your mouth
- **Wide Grip Handle** - for a comfortable and more precise grip
- **Convenient and Portable** - each with their own cap to help keep the brush clean and hygienic

Available in 4 different sizes: XXXS (0.6mm), XXS (0.7mm), XS (0.8mm) and S (1.0mm) in packs of 5.



LIGHTED DENTAL MIRROR & CLEANING TOOL

The squeaky clean feeling you get after seeing your dentist is much easier to maintain if you have our Lighted Dental Cleaning Tool & Mirror. The stainless steel plaque remover helps you spot missing fillings and cracked teeth, and when coupled with the mirror, makes in-mouth observation seem too easy. See what's causing you pain or claw away at food particles, hidden plaque and tartar that build up around your gums and between your teeth.



SMART FEATURES

The dental mirror with a super bright LED light allows you to:

- Observe both your inner and outer, as well as upper and lower, teeth and gums
- Spot missing fillings or cracked teeth
- Locate mouth ulcers or items causing pain
- Reveal hidden plaque, accumulated tartar and stains

Dental cleaning tool with stainless steel head helps you to remove plaque, tartar and food from in between teeth.



LIGHTED TOOTH STAIN ERASER



The Lighted Tooth Stain Eraser is like a tooth fairy godmother who can make things disappear simply with a wave of the wand – except there's nothing unreal about its abilities.

No stain is too tough for the gentle one who meticulously removes the effects of beverages such as coffee, tea and red wine, as well as certain types of food, on your teeth. With a super bright light to help you wield it around your mouth more effectively, magically whiter teeth are yours.

SMART FEATURES

- Effectively removes tough stains on the surface of your teeth
- Comes with a super bright LED light to help you see more clearly, the spots that needs to be cleaned
- Easy to use and able to last for at least two years based on twice a week usage



LIGHTED MULTI-USE DENTAL TOOL

Here's our swiss army knife equivalent of our dental tool series. Not only does it come with a stainless steel plaque remover that helps you spot missing fillings and cracked teeth. And a mirror that makes in-mouth observation at any angle easy. But also with a tooth stain removal head. All that coupled with a super bright LED light on the body of the item to help you seek out those pesky spots that keep you from having a lovelier smile.



SMART FEATURES

- Three different function heads. One with a stainless steel plaque remover. Another with an in-mouth observation mirror. And another with a tooth stain eraser.
- In-mouth observation dental mirror to observe both upper and lower, teeth and gums for missing fillings, mouth ulcers, hidden plaque/stains
- Comes with a super bright LED light to help you see more clearly, the spots that need to be cleaned
- Heads can be separated from the handle of the item, allowing you to sterilize (autoclave/steam clean) the heads
- Easy to use and able to last for at least two years based on twice a week usage



POWERED TOOTH WHITENER & STAIN REMOVER



Dull and discoloured teeth are tough to deal with. But with our brightest minds behind it, our Powered Tooth Whitener & Stain Remover is more than up to the task. Affixed with a polishing cup, it rotates gently yet effectively across the

surface of your teeth, removing tough unsightly stains caused by smoking, coffee, tea, wine and the food you consume. Through its rotating eraser action, your teeth are polished to a shine. With this in your arsenal, you can say goodbye to ugly stains and hello to a beautiful smile.

SMART FEATURES

- **Effective** – Cordless tooth polisher and plaque cleaner is specially designed to polish away ugly tooth stains and plaque that ordinary toothbrushes cannot
- **Convenient** – Polishes away tooth stains in the comfort of your home
- **Easy-To-Use** – Simple operation and can be used in conjunction with any toothpaste to enhance teeth cleaning
- **Great Value** – Comes with five long-lasting polishing cups which will last up to 100 polishes each, and two long lasting AA batteries for immediate usage



SONIC TOOTH STAIN ERASER & PLAQUE REMOVER

Here's the swiss army knife equivalent of our tooth stain eraser series. Not only does it come with motion vibration technology, it's also incorporated with a plaque remover head and two different stain remover heads (one with a pointed end and one with a flat end). All that coupled with a super bright LED light on the body of the item to help you seek out those pesky spots that keep you from having a lovelier smile.



SMART FEATURES

- Three different function heads. One with a pointed end to remove tooth stains in between teeth with precision. Another with a flat end to remove tooth stains on surface of teeth. And another with a conical head plaque remover.
- Steady motion vibration to improve speed and effectiveness of tougher stain removal
- Comes with a super bright LED light to help you see more clearly, the spots that need to be cleaned
- L-shaped heads can be separated from the handle of the item, allowing you to sterilize (autoclave/steam clean) the heads
- Easy to use and able to last for at least two years based on once a week usage



BRUSHCARE™ DENTURE BRUSH

Our two-way denture brush is designed to be easy to grip and use. It features a curved head on one side so it follows the natural contour of dentures when you are brushing it. And a pointed brush head to help clean better in between gaps of teeth.

It's gentle on dentures too as we made sure both brush heads come with polished end-rounded bristle tips.



SMART FEATURES

- **Pointed Brush Head** - Clean between gaps of teeth
- **Curved Brush Head** - Fit natural contours of dentures
- **Polished End-Rounded Bristle Tips** - Makes brushing gentler on dentures
- **Easy Grip Handle**

Available in 3 colours: Blue, Purple, Yellow



DENTUREFIT™ DENTURE ADHESIVE CREAM

Here's a smart way to ensure you can bite into your food comfortably – DentureFit™ Denture Adhesive Cream. It acts as a comfortable layer of support between your dentures and gums to hold your dentures firmly in place. So they won't move around as you try to bite into that apple. What's more, it works quickly and is easy to put on and take off. All the better to start enjoying all the food you've been missing out on. It comes in a compact 40gm tube that's easy to bring along.

SMART FEATURES

- Works quickly to hold dentures firmly in place
- Fits comfortably to cushion gums and dentures
- Easy to put on and take off
- Leaves a fresh minty fragrance and taste

Available in a 40gm tube



DENTURECLEAN™ DENTURE CLEANSING TABLETS

You could scrub your dentures with a toothbrush all you want, but sometimes it takes brains rather than brawn to keep them clean. That's where our DentureClean™ Denture Cleansing Tablets come in. Each tablet may look small but is packed full of clever touches. Like antibacterial and antifungal properties to help remove plaque, odours and stains. Use it to clean your dentures thoroughly and effectively in less than three minutes or as an overnight soak. It also works on a range of full or partial dentures and orthodontic appliances. Exceptional value with 42 tablets in one box.

SMART FEATURES

- Cleans thoroughly and effectively in **less than three minutes**
- Antibacterial and antifungal
- Removes plaque and odours
- Can be used as an overnight soak
- Suitable for full dentures, metal or acrylic partials, orthodontic appliances, splints and mouth guards
- Leaves a fresh minty fragrance and taste

Available in a box of 42 tablets



DENTURE BATH DENTURE CONTAINER WITH RINSING BASKET

Our Denture Bath gives you a convenient way to clean your dentures and a hygienic place to store them – all in one neat solution. Made of a durable plastic, the closed container houses your dentures in a clean environment free of dust, insects and contaminants. We've also included a built-in rinsing basket that makes it even easier for you to soak and remove your dentures in denture cleansing liquid.



SMART FEATURES

- **Closed Container** – Prevents dust and insects from contaminating your dentures and provides you with a more hygienic way to store your dentures
- **Internal Rinsing Basket** – Makes it easier for you to remove your dentures cleanly from the used denture cleansing liquid
- **Made of Strong Plastic** – For a more durable container

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